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## Speaking of Living



BUILDING-FORECASTER COOGAN



SALLY ADDS THE FINISHING TOUCHES



GINA NEWMAN (SECOND FROM RIGHT) AT S-L-D OPENING

THOMAS P. COOGAN, author of Buying or Building This Year—Here's What You Face (page 100), is a man well-qualified for his subject. Ever since he got out of MIT in 1925 he has been connected with bousing; today, bu is one of the leading builders in the southern Florida region. He has pioneered in prefabrication techniques and led in developing low-cost modern housing. He is widely recognized as an authority on mortgage and home financing. He is a former president of the National Association of Home Builders and is now president of Housing Securities, Inc., an organization that serves as clearing house for government-insured loans to home buyers. As if all that weren't enough to keep Mr. Coogan busy, he has also served as mayor of his home town, Surfside, Florida!

WHAT WOULD YOU DO if you could choose from the china and glassware of a whole department store to make your table settings? That's what happened to our Sally McDonough, food and appliance editor, in Cincinnati. The only hitch was that she had to make them around the names of "hit" Broadway shows. For example, Affairs of State was the table for "when the boss came to dinner;" The King and I was a bride's breakfast table for her groom: Guyz and Dolfs was an after-football-game buffet supper. These, and a lot more, were a big hit, because Sally tried, whenever she could, to use simple, inexpensive accessories. For the football buffet, she actually used a pair of football shoes with yellow mums for a centerpiect.

LFYH EDITORS HAD A GREAT thrill when they were invited to the grand opening of C-lanese Theater, the new television program over ABC. Not only was the first show. Eugene O'Neill's Ah, Wilderness!. magnificently produced and acted by Thomas Mitchell and Roddy McDowall, but it was fun to meet the stars at a reception afterwards.

GEORGINA NEWMAN, our promotion editor, is becoming a regular Cleveland commuter. Twice in two weeks she made trips there, once to speak on new ideas in decorating to young homemakers at the Cleveland Art Museum, the other time to attend the opening of the new LIVING QUARTERS at the Sterling-Lindner-Davis department store along with LFYH panel members in Cleveland. S-L-D, like many stores all over the country, had set up a home-planning center for young marrieds with attractive model rooms (pictured in the October issue of LFYH). To hear Gina talk, both trips were a delightful succession of television appearances, radio talks, parties, and dinners. We suspect there was a lot of hard work, too. But it sounded like she had a whirl.

WE'RE PROUD of a town in North Carolina, a town that will be blazing with thousands of roses this spring. The town is Kings Mountain, and the rose-planting project came from a LFYH suggestion. The Civic and Garden Clubs buckled down seriously to beautify their town. Town fathers donated the use of equipment and personnel, and local mills helped buy the plants. Garden Club women did the planning and the men got out spade and trowel. At railroad sidings, on the lawn of the town armory, in school yards, anywhere there was a patch of bare ground, roses were planted. Hats off to Kings Mountain! Here's hoping other communities will launch the same worth-while project.





ALL OF KINGS MOUNTAIN, N.C., PITCH IN ON GARDEN PROJECT

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Ivy fanciers will admire and approve this different kind of hanging planter, Made by hand from natural bamboo, it has a space on top and in center for plants, either in containers or in soil. These bamboo planters vary slightly in length and diameter depending upon the actual plant, but are more or less the same size, \$2.98, ppd. Jean Branna Shop (L-34), 1043 Peachtree St. N.E., Atlanta 5, Georgia.

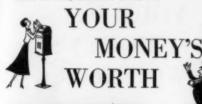




Kitchen decor. Make the walls of your cooking corner as attractive as you would other rooms. This different type of picture will do just this, Early American cooking utensils have been hand-blocked on linen in clear shades of brown, yellow, green, and black. Effectively set off by a green or black frame. \$5, ppd. From Holiday House (L-34), Upper Montclair, N. J.

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As modern as tomorrow for contemporary interiors of today. This functional fireplace acces sory is a log carrier and rack combination, the carrier of sturdy canvas in either natural or ocange, removable from the frame for lugging kindling. The frame of black wrought iron measures 20" x 20" x 12" high, \$21.50, delivered, from Malcolm's (L-34), 524 N. Charles St., Baltimore, Md.

Louver-light. This modern lamp has been styled like a Venetian blind to give suffused light through the opaque louvers. By this arrangement, the full power of light source is channeled in direction desired. Sturdy and compact, the louvers of charcoal black are supported by three aluminum legs of baked enamel in brick red, mustard yellow, or leaf green. It measures 6" x 6" x 131/2", in \$18.50, ppd. Studio Shop (L-34), 557 Boylston St., Boston 16, Mass.





Month by month, your canceled checks can be kept according to date in this personal check file. Made of sturdy leatherlike material, it is available in either saddle tan or forest green, the lid decorated in two bands of gold. \$3.75, ppd. Matching telephone index and desk pad combination, \$2.50, ppd. Foster House (L-34), 15 Cole Ct., Princeville, Ill.

Swedish folk paintings, known as Dalmalningar, have been transferred to these tiles. Pattern and colors are faithfully reproduced by hand screening. The translation of the Swedish caption is on the back of each tile: "Man's ages from the cradle to the grave" and "The road to a good friend is short." Use as hot plates, \$2.25 each, \$4.25 the pair, ppd. Memory Mart (L-34), Waukesha, Wisconsin.



(More Money's Worth, next page)





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(More Money's Worth, next page)



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Dutch treat. Scenes of Holland are hand-painted in delft blue on a white background on this salt shaker and pepper mill. Made in a fine ceramic, highly glazed, here is a pretty pair that every Box 401, Pasadena 18, Calif.

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Ethan Allen Pina

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## **YOUR** MONEY'S WORTH



Pink and white for a little girl's room. This pair of pinup lamps has hurricane-style chimneys, with brackets of ceramic tile. hand decorated with Little Bo Peep, framed in pink wrought iron. The shades are pink parchment paper with curly white lambs. Have one or two to decorate the nursery walls: \$5.95 each, \$11.50 the pair, ppd. Order from Helen Gallagher (1.-34), 413 Fulton St., Peoria, Illinois.

Boat scoops hewn by hand have caught our eye as serving pieces. Made by local fishermen in Chesapeake Bay, they are chiseled deep showing the marbelized grain. Interesting and unusual to load with canapés, crackers, candy. 15" long, 6" wide, have one or a pair for cocktail-time, buffet meals, barbecues. \$2.50 each, \$4.75 a pair, ppd. Scoops (L-34), P. O. Box 604, Richmond 5, Virginia



### Photo-Murals

Custom made for your host or office. Latest developmen in decorative in decorative wall treatment. The mural YOU want, made for YOU, from your negative or ours. ANY PICTURE.

ANY SIZE. ANY COLOR.

Limited only by your imagination, photo-murals far any decorative achieves. Solid internationally by mail by world!

world's foremost producer



### NEW! Trash Disposal Unit **Burns Refuse Safely**

three bushel burning cap plete with grate. Money ba Priced at only \$19.95 ship prenaid. Please specify mo send check, cash or money ALSTO Commer, Dayl. M-1, Cleveland 1, Okio



### USE ELECTRIC MIXER TO WAX, POLISH, SAND with new slip-on TOOLZON

with new silp-on IOULON Save time, effort! Let your kitchen mix-er wax furniture, floors, auto; polish ailver, glass, brass; sand wood, metal, ceramics! Just silp on Toolzon (fits any mixer or money back! Zip-tedious work done! Includes lamb's wool buffer, sanding discs, and all attach-ments. Thousands in use! Postpaid.

TOOLZON for kirchen miner: Postpar
Toolzon for workshop drill \$2.95
Extra wool buffer . . . . \$1.00
Dazen sanding discs . . . 1.09

TOWLE MANUFACTURING CO., INC.





NEVER A BULL MOMENT! That's the cheerful prospect for any room that has a big expanse of clear Plate Glass to let in floods of daylight and frame your nicest view. Whether you choose Pittsburgh Picture Windows or Window Walls . . . regular Plate Glass or Twindow, the insulated window . . . . you'll make your home a brighter home, a pleasanter place to live.



## LUCKY IS THE LADY who sees berself as others are her. And you can . . . head to to e . . . with the help of several full-length Pittsburgh Door Mirrors in your home. They're useful to every member of the family . . and they cheer up your rooms a lot, too, Eary to install in . . you can do it yourhelf in just a few minutes.

## More light, more life, more loveliness

WITH PITTSBURGH GLASS

GLASS IS GETTING LOVELER all the time! Why not give your bathroom or kitchen the benefit of it, with walls or wainscot of colorful Carrara Glass? Carrara walls stay young and besutiful indefinitely, never fade or stain or craze. 10 colors to choose from, including the Forest Green shown here. Ideal for remodeling as well as new homes.



THIS LABEL identifies products made of genuine Pittsburgh Plate Glass.



NEW FREE BOOKLET! 24 pages of practical suggestions for effective use of glass in your home. Illustrated in color. Ideas for new homes and old. Send the coupon for your free copy.

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PAINTS . GLASS . CHEMICALS . BRUSHES . PLASTIC

PITTSBURGH PLATE GLASS COMPANY

### HATIOMALLY ADVERTISES **FOAM RUBBER** PILLOWS SPECIAL PURCHASEI



\$19.95 \$29.95

BEAUTIFUL KHIPE SETS—HALF PRICEI Special Purchase—Ret, Adv. Brand HOLLOW GROUND chrome-vandium steel bin SET OF SIX (\$14.00 VALUE).

op to bottom) Ham Slicer, \$1.05 ppd.; Sloor, \$1.95 ppd.; Cake Spatule, \$1.98 Enite, 75e ppd.

THE AKRON Bopt. S.L. 4400 Susset Bird.



(Reg. \$10.00)

FOAM RUBBER MATTRESSES AT MAT. or Single # 348.95 Adolt Bouble \$4 2 74 2 41/2 \$54.00 plus 84.50 freight plus 84.50 freight





### Clever Vases . . . Clever Gifts for \$2

These ingenious Pansy Vases are made of pottery . . . designed by Glenn Minshall, the noted potter. They are a gift any woman will appreciate and enjoy, for this clever design enables you to art-fully arrange those hard to handle short stemmed flowers such as pansies, violets, violes, etc. (They can also be used as a frog.) The Paney Vases comes in Grey-Green or Potter's Brown; 4" x 3\%"; \$2:00 ea. ppd.

## earmel Hork center

P. O. Sox 2923 Bast. L-10 CARMEL-BY-THE-SEA, CALIFORNIA

### **.BOON TO MOTHERS.**

### A DIAPER HAMPER

\$7.95 add 75c for shipping · Sand for catalog

May Birn Mt. Vernen, N. Y. Bex 26-L



### DOLL and COLLECTOR'S CASE





### **Odor Destroying** G E OZONE LAMP

This brand new GE Ozone Lamp kills add ents mustiness, ediminotes state effects of cigars. Uthrevioled from the loops a scane from anyean in the air—encept lift eders in spaces up to 1,000 cu. fil. plug in one of these effective loop plug in one of these effective loop hots—in the klichen, bedroom, bethroom, fresh, clean smell, AC-DC, can'ry, 6½" High, 3" Deep.

Write for GIFT CATALOS

FISCHER'S

43-44 Bawne St.

Flushing SS, N.Y.



## YOUR MONEY'S



Corner coasters. This card table of birchwood construction measures 30" x 30" and each corner has a pull-out to hold your glass and a cigarette. The top is a plastic material, in a choice of colors: sand, red, green or yellow. 27" in height, in mahogany or natural finish, \$19.95, express collect, Maymac Co. (L-34), 79 W. Grand St., Mt. Vernon, N.Y.

Beer tastes better, has an extra delicious flavor when served in the traditional stein. German imports, these are heavy ceramic, embossed with colorful Bayarian scenes, lines from drinking songs. Quarter-liter, (half pint) in blue and tan, \$3, multicolored, \$4,50; half-liter (whole pint) multicolored, only \$5,95, All with pewter tops, all ppd. Order several from Continental Gifts & Imports (L-34), 704 The Old Arcade, Cleveland 14, Ohio.





Please advise us if you move, giving old address and new address; allow four weeks for change of address; address all subscription mail to: LIVING For Young Homemakers, Subscription Department, 304 East 45 Street, New York 17, N. Y. HEYOUNGBOOKAGENI HORATIOALGERJR



## LIVING FOR YOUNG HOMEMAKERS

REMEMBERS
THE OLD
&
SALUTES
THE NEW



CELEBRATING A CENTURY BY FURNISHING YOUNG HOMES ON A BUDGET-



Pinky-beige walls form a charming contrast with rich mahagany woods



Black and grays, touched with coral, set a sophisticated modern moad

OUR HOME PLANNERS GROUP FOR YOUNG MARRIEDS,

. Marshall Field & Company curcaco

A green room with honey-colored woods is warm and friendly



# Happy Hundredth to Marshall Field & Company



Paisley—what a wealth of romance this word brings to mind— India, Persia, caravans, princely garments, gorgeous colors. This 100-year-old print is from Pacific Mills' Design Library



Pacific Mills, maker of fine woolens, worsted, cottons and rayons, was founded in 1850. Its extensive textile design library has been the inspiration for many charming and authentic, century-old designs You'll find the Pacific Mills advertisement, pages 18 & 19



Symbol of Quality for over 100 Years

Established in 1848, the Utica & Mohawk Cotton Mills, Inc. have served the American homemaker through Marshall Field's for many years, both companies dedicated to providing products of superior quality See advertisement acre 20



Castleton China inc.

Borrowing the beauty of olden times, keenly appreciative  $\mathfrak D$  the contemporary, urged by a vision of the future . . . Castleton China adds an American tradition to a craft five centuries old Advertisement for Castleton China on page 47

212 Fifth Avenue, New York 10, N. Y.

Created in America — For the American Way of Life

n 1852 ladies stepped carefully along Chicago's Lake Street, lifting trailing skirts above the mud of the river wharf district to pick their way into the new store that was destined to become world-famous Marshall Field's.



Through the years, Fostoria Glass Co. has created some of the finest handmade glassware. Quality and value have been bywords from these oil lamps of the 1890's to today's fine stemware See fastoria Glass Co. advertisement, page 22



Many of America's most discriminating families look to Valentine Seaver for fine upholstered furniture. To them, this name means quality, craftsmanship and styling The Valentine Seaver od is on page 24

## Cabin Crafts *Needle stufted* Bedspreads

Cabin Crafts' designs, while retaining the individual craftsmanship of early time, include not only inspiration from museum pieces and heirlooms, but textures modern enough to go with Picasso Cabin Crafts advertisement, page 21





The Faribault Woolen Mill Company, established in 1865, has supplied woolens to Marshall Field's for over 50 years. More than a million pounds of Faribo blankets are produced every year See the fariboult advertisement on page 23





## A message to people w





- **L.** Every morning do you struggle with a wrinkled bottom sheet?
- 2. When you turn down the bed at night, does the bottom sheet pop out, wrinkle again?





- 5. A shaped tuck-under holds all four sides drumtight. Adjusts to slight variations in mattress thickness!
- 6. You'll have the smoothest sleep of your life. And when you get up your bed is half-made! No re-tucking to do!

Only PACIFIC I

## le who sleep







- 3. Then you need a CONTOUR SHEET\*..it won't wrinkle, can't pull out.
- Four mitered, sewn-in corners cap the mattressare taped to prevent tearing.





 Contour Sheets are easy to launder, won't shrink because they're Sanforized.\* Ironing is optional.

do!

 Combed percale or muslin in standard sizes\_double, twin, and crib\_ youth size in muslin.

makes the CONTOUR SHEET\*

In the same price ranges as conventional sheets.
At your favorite store or write for folder and name of nearest dealer to Pacific Mills,
Dept. IE, 1407 Broadway, New York 18.

BY PACIFIC MILLS...WEAVERS OF FINE COTTONS . RAYONS . WOOLENS . WORSTED

## She Lives in Chicago ..... She Sleeps in UTICA



The Classic Symmetry And Grace Of



Sattion by Enrice Brice

Needletuft rug, "Saratoga"

Inspired by the romantic motifs and soft hues of Wedgwood, Needletuft designers have evolved classic designs and color tones for a series of opulent new bedspreads. The authentic patterns are carved in punchwork embroidery on Cabin Crafts' famous colony cloth, in Wedgwood-inspired blue, cane, buff, sage green, rosso antico, black.

NEEDLETUFT BEDSPREADS, ACCENT RUGS, and CARPETING

available at Marshall Field & Company, Chicago, and other fine stores.

Needletuft

ACCENT RUGS-CARPETS

hat woman doesn't make a secret curtsey in her heart at the sight of

fine handmade Fostoria crystal?



∬·ostoria ▼····▼····

FOSTORIA GLASS COMPANY · MOUNDSVILLE · WEST VIRGINIA



With luxurious extra-wide rayon satin bindings.

Every faribo Blanket Is unconditionally guaranteed.

discriminating people prefer the caressing comfort of a

Fluff-Loomed Faribo Blanket. Fashioned by experts from only the

highest-quality wools . . . delicately created in the colors of your dreams,

Faribo Blankets are lovely, lasting—and always within budget-reach!



first name in blankets since 1865

makers of FARIBO PAK·A·ROBE\*

\*Pat, Pand, T.M. Rogn, Pand,

FARIBO WOOLEN MILL CO., PARIBAULT, MINN.

# (Valentine Sewer presents



## the luxurious new

Jesigners' group

VERY ORIGINAL are these newest creations by Valentine Seaver. Very new the way they simplify the selection of furniture most fitting for your living room ... be it modest or mansion-size!

STYLED with a definite accent on luxurious simplicity

... sized to fit a wide variety of living room areas ... the Designers. Group is a noted for graceful proportions as for a most intriguing selection of fresh new colors and fabrics.

SEE these furniture masterpieces soon!

Name of nearest dealer on request.





VALENTINE SEAVER
Division of Kroehler Manufacturing Company
666 Lake Shore Drive





## Newly-wed or not...enjoy Trousseau Luxury

Is your secret self starved for luxurious pastel sheets, for deep, color-drenched blankets, lush bedspreads and towels soft as sable?

White Sale month is the perfect time to have a new trousseau from your favorite department store. Look for the Fieldcrest label, always a sign of lasting beauty that's kind to your budget.





Choose these petal-noft sheets from seven blussom pastels: peach, green, pink, blue, yellow, lavender and chartreuse. All vat-dyed for countloss washings.



Sheets • Towels • Biankets • Bedspreads Electric Blankets • Karastan Rugs • Lacs Tablecloths • Cursains • Hosiery • Rayons

## The clock strikes a century 1852-1952



Crawford Furniture Mfg. Corp., Jamestown, N. Y., successor to Atlas Furniture Co., has supplied Marshall Field since before this ad appeared in 1896. The firm began making bedroom furniture in 1863 See page 34

# St-Marys BLANKETS

When Marshall Field's was born, the St. Marys Woolen Manufacturing Company was seven years old. Together they have seen a century come and go—and hope to see many more for more about St. Mary's see page 29



Relic of fifty years ago, this letterhead formerly identified \* the present Baker Furniture, Inc. . . . one of the Marshall Field & Company's long-established sources for fine merchandise See Bater Furniture's latest ad on page 30





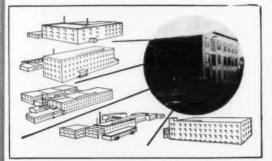
Fox Manufacturing Company opened its doors in 1908. Starting as a small uphalstery plant, it has grown to one of America's largest manufacturers of maple and oak living room furniture. See page 28



The service of **A. H. Heisey & Co.** to Marshall Field & Co. dates back to 1895. For almost sixty years, the *Diamond-H* trademark has symbolized fine, handmade Heisey Crystal You'll find the Heisey Crystal od on page 31



North Star blankets have taken to the beds of Marshall Field's customers for a long, long time. And in the next century of this famous store, they will continue to do so For North Star's lotest message, see page 35



John A. Kling, the founder of **Kling Factories**, started business in his plant at Mayville, N. Y., in 1911. From a small beginning, Kling has grown to be a leader in the industry Their newest advertisement is on page 32





The Flaxtex label is a promising newcomer to the Marshall Field family—a wonderful new floor covering made of 100% pure linen loomed by National Carpeting, National Automotive Fibres, Inc. See page 33



charm than in the Nantucket Group of American Province Maple by Fox. Here is warmth.

comfort, color—loveliness to live with through the years. Truly, time will only serve to enhance the beauty of its classic design and enrich the mellow warmth of its hand-rubbed maple finish.

Why not make it yours—today? Fox furniture is sold by leading department and furniture stores.

Write for name of nearest dealer if your store can't supply you.

EKTACHROME transparancy by Nawell Word & Associate



THE NANTUCKET GROUP-featured by MARSHALL FIELD and other leading stores

ALSO AVAILABLE WITH MATCHING SOFA BEE

## FOX MANUFACTURING COMPANY

ROME, GEORGIA

America's largest manufacturer of Maple and Oak Living Room furniture



The joy of giving



is an act of love ...

the sweetest of all human

traits. And that is why

we always wish our

gifts were lovelier than

they are ... perfect for

the person ... splendid in

quality and beauty.

There is one thing that
wears finely as a friend,
and is touched with
the lustre of tribute...
one thing everyone needs
from life's beginning
to its end... one thing as
practical as it is beautiful...
a Blanket by St. Marys.
It is warmth, it is
quality, it is strength.
For years on end it is
comfort against the
darkness and the cold.

Far less costly than the smallest jewel, for more than a century the name

St. Marys

has stood as top treasure
in the world
of warmth.

ST. MARYS BLANKETS ST. MARYS

St. Marys Blankets • St. Marys Baby Blankets • St. Marys Robes • St Marys Fabrics • Three Weavers Handwoven Throws

## FURNITURE

## BAKER

A special kind of furniture designed, built, and finished to please those who appreciate the finest.

The Baker collection affords ample choice of both traditional and contemporary styles to suit varied requirements of taste and use. Each group, Georgian mahogany (below) classic Palladian (upper right), or Far East (lower right), contains companionable upholstered pieces of similarly fine quality.







Styled for you...

Heisey Rose ...
hand-blown etched crystal
that captures the elegant
beauty of history's most
romantic flower

the finest in glassware, made in America by hand

Heisey

## When Priscilla Mullins

## became John Alden's Bride

..., solid hard maple was a favorite wood of American cabinet-makers.

And today, in the hands of skilled Kling craftsmen, this lovely
solid wood and traditional Early American designs take on new beauty.

Kling Old Toron County Early American Designs take on pew beauty.

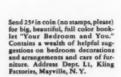
In the Kling Olde Towne Group, you can enjoy features Priscilla Alden never dreamed of ... patented center-guided drawers ... flat revolving casters on beds ... and a rich, golden hand-rubbed finish on the solid maple that grows more beautiful through the years.

solid maple that grows more beautiful through the years. See the Kling Olde Towne Group at leading stores everywhere. It's open stock, of course.











KLING MEANS

MAPLE . MAHOGANY . CHERRY

## Beautiful tones in Flaxtex linen carpets



Harmony is the essence of good taste. And here is harmony that you'll never tire of—in the gracious charm and mellow tones of luxurious, all-linen Flaxtex rugs and carpets. Richly loomed from pure, yarn-dyed, long-fibre linen—Flaxtex stays fresh and beautiful years longer than ordinary kinds of floor covering. And only Flaxtex offers so many fine-quality features at such an incredibly low price! Reversible for double wear...mothproof...easy to keep clean...fire resistant...anti-allergy. Available at leading department stores everywhere in a chorus of bewitching hues...solid and multi-colors...in braided rounds and ovals up to 24 feet in diameter; braided or basketweave broadloom in sizes to fit any room.

Flaxtex



Write for free illustrated booklet telling more about them, and where to buy.

NATIONAL CARPETING, National Automotive Fibres, Inc., Dept. C, 527-23rd Avenue, Oakland 6, California

## make yours maple!

(Make Sure It's Crawford Maple)



Try Crawford Colonial In Mixed Company For Successful Interiors (furniture from the Pilgrim Shop, Murshall Field & Compar SELECT Crawford solid maple Colonial furniture ACCENT with Contemporary accessories ADD a splash of color . . . ACHIEVE a casual setting for today's living.

Crawford maple is true Colonial to satisfy the traditional's taste or the modernist's fancy

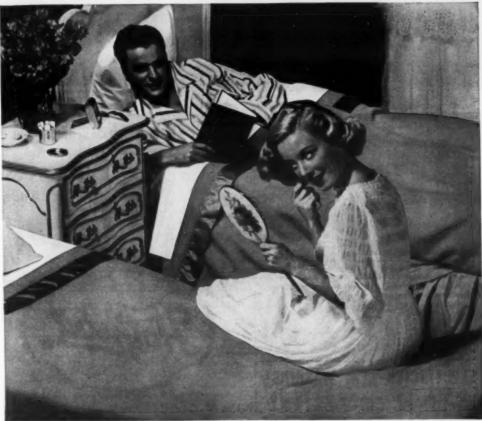


- combining the best of old and new design
- scaled to fit the space of any room
- carefully constructed for a lifetime of use
- priced with budget-buying in mind

(Choose the particular pieces to fill your requirements from the wide variety of this modestly priced group.)

Crawford of Jamestown

Crawford Furniture Manufacturing Corporation, Jamestown, New York



All accessories by Lord & Taylor

North Star

# Solid comfort — for two!

Day's happy ending . . . a restful night under your deep-piled, warm-but-weightless North Star.

There's everlasting sleeping satisfaction in the pure-wool comfort of a North Star . . . because North Star blankets take to your beds for a long, long time!

Choose the weight and size\* you prefer, the colors you fancy . . . from an exciting collection of glowing Desert hues.

When you're decorating dream rooms . . . your own or a brand-new bride's . . . think first of North Star. You'll look long and hard before you find anything finer.

+72 x 90: 80 x 90: 90 x 108

NORTH STAR WOOLEN MILL COMPANY, 100 Park Ave., New York 17, Mill at Lima, Ohio

# We salute Marshall Field's on a century of service



This quaint picture was reproduced from the Widdicomb Furniture Company catalog of 1879. Send 25¢ in coin to the Widdicomb Furniture Company, Grand Ropids, Michigan, for the 1952 brochure

On page 46 is the newest Widdicomb ad Wholesale Manufacturers,

INCORPORATED

1873

GRAND RAPIDS, MICH.

For more than half a century **Springfield Woolen Mills Co.** has been weaving some of the finest wool blankets in America. Among Springfield's innovations are *Wonderlight* weave and the *Sizeset* process Fer this advertisement see page 41

# ELECTRICITY HOW DOES WASHING!



We now attach an Electric Motor to the famous WHIRLPOOL Washer. It operates the wringer, too.

Turn on current as you do the light, Washer then operates like our hand washer - only you don't need to touch it.

# Please Think What That Means.

Now electricity makes the washer go. Doesn't that sound like a new Era for women?

See our latest advertisement on page 44



The **Hotpoint** all-electric kitchens featured at Marshall Field's reflect years of pioneering to bring electric ranges, automatic dishwashers and other work-saving appliances to American homes The losest Hotpoint advertisement is on page 38.

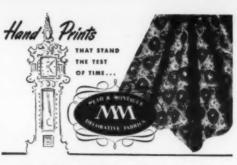


The modern Nu-Hue Custom Color Bar at Marshall Field & Company had its beginnings in 1878 when one of America's color leaders, the Martin-Senour Paint Company, was founded You will flad the Martin-Senour Paint Co. advertisement on page 45

arshall Field brought some new and astaunding ideas to re-ail merchandising. He took out the cracker barrel and spittoon and recognized the ladies as the buying agents of America. He put into effect stipulated prices for merchandise and full cash refunds. Field's were pioneer with a department store lunchroom, a Budget Floar (basement) operation, a Personal shapping service and iberalized delivery service to all.



To three generations of homemakers, **Kirsch** has given decorating ideas for beautiful windows and the fine drapery hardware to create them. A supplier to Field's since 1910 The newest Kirsch ad is on page 43



For two decades, Mead & Montague has been privileged to supply Marshall Field & Co. with some of the finest hand-printed drapery and slip-cover fabrics made in America See page 42





Old photo of **A. Brandt Company's** factory in 1904. Today, A. Brandt Company, originator of Ranch Oak furniture, owns two modern plants in Fort Worth and employs 450 craftsmen See page 39



Since 1928, Gladding, McBean & Company has serviced Marshall Field & Company. Chicagoans look to this fine store for a complete selection of Franciscan Dinnerware for formal and informal dining For latest advertisement see a page 40



# Save 8 Hours Every Week With A point All-Electric Kitchen





WORLD'S MOST CONVENIENT REFRIGERATOR I Out front with everything—that's the new 1951 Hotpoint "Super-Stor" Refrigerator!

# Gain Extra Time For All Your Extra Duties!

YOU'LL DISCOVER wonderful new freedom in a magic Hotpoint All-Electric Kitchen . . . find that it actually saves you over an hour every day, a full working day every single week! You'll feel fresher and have extra time for your family as well as the many added duties you're called on to shoulder these days - because your Hotpoint Kitchen does nearly all of your most tiring, most time-consuming tasks automatically!

. Just set the centrals and your Hotpoint Pushbutton Range cooks dinner while you're out shopping!... Twist a dial and your Hotpoint Electric Dishwasher washes, rinses and dries the dishes! . . . Turn on the waser and food waste magically disappears through your Hotpoint Disposall! . . . Special work-saving cabinet arrangements put foods and utensils right at your finger tips! . . 1 And you need never waste time defrosting the roomy refrigerator section of your big Hotpoint combination Refrigerator-Freezer!

. A Hotpoint All-Sloctric Kitchen is a real necessity these busy days. And you can easily own one-on convenient monthly terms if you wish. Send today for beautiful new illustrated planning book, "Your Next Kitchen." Mail 15c in coin (no stamps) to Hotpoint, Inc. \*, Kitchen & Laundry Planning Dept., 5643 West Taylor Street, Chicago 44, Illinois.

Look To Hotpoint For The Finest ... FIRST! RANGES - REPRISERATORS - DESIGNATIONS - DESIGNATIONS - DESIGNATION - OF THE FINEST - CADMITS - REPRISERS - AUTOMATIC WALHERS - COTHES DRYERS - ROTARY IRONIES - CARMITS





NCH For Carefree Comfort Welcoming Warmth

**Decorating Distinction** 

The easy comfort of the West is in the generous proportions and thoughtful planning of Ranch Oak, the warmth of the Southern sun in its rich, hand-rubbed finish ... And there is true distinction in the smart, clean-lined styling. What's more, there is value and prideful craftsmanship in the solid oak and genuine leather, strong, double-dowelled joints and eye-pleasing carving. Select a distinctive setting for your home

from the more than 100 pieces in the Ranch Oak Collection. See it at the store nearest you today, for truly, Ranch Oak is furniture

to live with.

Packed with ideas, suggestions and beautiful, full-color illustrations of room settings, our free new color book is ready for you now. Send to A. Brandt Co., hc., 1701 E. Lancaster Ave., Dept. E, Fort Worth 1, Texas.

ting the

Hotpoint

is a real sily own

ou wish.

planning

in coin

CABINETS





BRANDT CO., INC. . FORT WORTH, TEXAS



• CANTON



· MESA



• TAHOE

· OLYMPIC



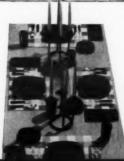


Breakfast Set in Earthenware DESERT ROSE

In fine stores throughout America

franciscan fashions in dinnerware

> ... achieving the ultimate in character and quality— Franciscan Fine China Franciscan Earthenware—by Gladding, McBean & Co., makers of Ceramic Products since 1875.



TIEMPO - Earthenware keyed to the times in form and color



# Springfield's "GODDESS"

the most exquisite blanket in the world...

To get the restful sleep you need . . . try floating off to dreamland under the revolutionary new Springfield "Goddess" blanket . . . as warm as the morning sun . . . as light as an ocean breeze.

Springfield's "Goddess" is as warm and fluffy as two ordinary blankets. It's new! 95% virgin wool and a touch of nylon (5%) for longer life, faster drying and color freshness. In striking new pastel shades with luxurious eight inch satin binding . . . size 72 x 90 inches.

Available in Linens, Second Floor

MARSHALL FIELD & COMPANY, CHICAGO



Centuries of Tradition and Charm



in Mead & Montague's

# DOCUMENT PRINTS

Painstakingly hand-printed reproductions of gracious-era patterns, now on full-width 50" cotton... ample for slipcovers and upholstering as well as draperies. Vat colored and specially treated by M & M for flawless, worry-free washing. Available at Marshall Field & Co. and other fine stores.

MEAD & MONTAGUE 245 Fifth Avenue, New York 16 Chicago: 1359 Merchandise Mart



# with Kirsch Window Treatments . . . . .

You can give every room a refreshing beauty treatment . . . expertlyand economically! Take a tip from clever professional decorators: start at the windows. And start right, with practical Kirsch ideas and fine, dependable Kirsch equipment.



21

85 WINDOW IDEAS!

Kirsch extension traverse rods also come in one-way draw, for corner or bay win-dows . . and for French doors or in-swing-ing windows. Kirsch traverse rods are available cut-to-measure, too, for an extra touch of "custom" luxury.



# KIRSCH

# EXTENSION TRAVERSE (Draw Cord) ROD

Draw curtains-now so popular for beauty and privacy-look their smartest, glide their smoothest, on efficient traverse rods by Kirsch, the leader in the business. Trust Kirsch to have developed special advantages: Simple installation, for example . . . silky-smooth operation . . . generous, positive overlap for privacy . . . and the famed Kirsch finish, bone-hard for lasting beauty. The extension type comes in four lengthsizes to fit windows 28 to 150 in. wide. For Kirsch quality, insist on the Kirsch name!







DRAPERT HARDWARE - VENETIAN BLINDS

# "Seems like everyone wants a Whirlpool!

-because the greatest features in automatic home laundering are combined exclusively in Whirlpool

Seems Like Women Everywhere Agree—only with Whirlpool can you have modern, fully-automatic home laundering at its effortless best.

Skilled Whirlpool craftsmen have come miraculously near to removing washday entirely from your life! With over a half-century's experience at their command... they have endowed the beautifully-matched Whirlpool Automatic Washer and Dryer with exclusive benefits that turn your all-day laundering chore into a pleasant incident. Of course you want Whirlpool!

Growing Demand for Whirlpool, coupled with our active part in the nation's defense program, means fewer famous Whirlpool products to go 'round in some areas. Your dealer will be glad to tell you about Whirlpool in your locality.



# ...these famous features make the big difference in automatic washing

Suds Miser and the Seven Rinses Save as you wash! Use suday water again and again. Enjoy most thorough rinsing known!

# Agiflow Action

TOTAL CLEANSING! Surging suds gently flex each garment. Dirt gives up, gets out!

## Germicidal Lamp

Your own personal "washday sunbeam." Its sanitizing rays wash freshness into clothes!

# Cycletone Signal

Just set the dial, then forget the washing job ... 'til signal sounds "All done!"

... and every other feature vital to Clinic Clean washings, perfected by Whirlpool ... plus 5-Year Warranty on Transmission.

# ...the greatest advances in <u>indoor</u> <u>drying</u> are yours only with Whirlpool\*

# Selective Temperature

Protect your clothes (as in ironing) by selecting the correct heat for every fabric.

### Germicidal Lamp

Gives spring-fresh sweetness to clothes. All the benefits of sunlight, none of the fading!

# Force-Flo Venting

Whirlpool's positive Force-Flo Venting ends your lint and moisture worries.

"Flikit" Self Lighter ON GAS DRYER Instant lighting. No marches, no waiting. Flick the switch and drying begins!

... and every other modern advance to assure perfect, work-free drying any time.

<sup>6</sup>lgas or electric models)

Whirlpool

"America's First Family of Home Laundering"

WHIRLPOOL CORPORATION-ST. JOSEPH, MICHIGAN . in Connels: John Ingile Company, Ital.



end color confusion

old rooms into new with point alone

Take samples of your furnishing colors—or any color from anywhere—to your Markin-Senour Nu-the Custom Color Bor.

2 Build color pions and select point colors with professional advice and these easy-to-use visual adds. No-Hue charts to accurately match, complement or accent any color. Large color chips, octably pointed. Visualizers to pre-view your own color choices in room settings. Page after page of full-color photographs of beautiful rooms in the Treasury of Color.

3 Your color selections are custom-mixed in finest Martin-Senour Paints . . . flat, satin, full-glass or exterior finishes. Recorded for future duplication. Delivered ready to use.

NOW old rooms can be transformed into new rooms with paint alone! Martin-Senour paints in colors unlimited make this pensible without confusing plans or costly purchases of new furnishings.

Use what you have... the same rugs, the same draperies and pretty much the same fabrics. But bring all these colors into harmony with new colors, new color ideas and new color combinations. Martin-Senour Nu-Hue Custom

Colors enable you to match, complement or accent any color you're now using or ever plan to use. You're sure the results will be as perfect as your plans because the colors you choose are prescription-mixed superially for you at the Nu-Hue Custom Color Bar. Your exact color choice . . in flat, satin, full-gloss or exterior finish . . . custom-mixed in finest Martin-Senour Paints, recorded for future duplication, delivered ready to use.



MARTIN-SENOUR
Ready-mixed paints too! Available at all Martin-Pelm

Ready-mixed paints see! Available at all Mariti-Senour dealers. Complete line of fashion-favored colors in every finish. Colors selected through a continuous, nation-wide survey of the colors homemakers prefer and purchase for all their home furnishings.

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ering"

Paints for every purpose, including
Nec-Tone Flat Finish \* Monarch House Paint
No-Hue Architectural Finishes
Kales-Brite Enamol \* Automotive Paint

"Pelinf" Your Rooms 20 Times in 10 Minutes Take confusion out of color plans with new portented AARTH-SENUE COLOR VISUALIZER. Includes of chips and fielder with drawing of room and furnishing an window-like cover. To "I've" on "sex colors us, unlimited combinations place color chips in slots beneath drawing. Only 10 Jr.

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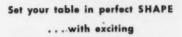
# WIDDICOMB



DESIGNED BY T. H. ROBSJOHN-GIBBINGS

CONTEMPORARY AMERICAN LIVING ROOM FURNITURE PART OF A COMPLETE GROUPING FOR ALL ROOMS.

WIDDICOMB FURNITURE COMPANY, GRAND RAPIDS, FOUNDER MEMBER- GRAND RAPIDS FURNITURE MAKERS GUILD



Castleton "Museum"

Make yours the smartest table in town with the new look of Castleton's 'Museum'. It has the superb and ageless simplicity of all basically beautiful things.. to add dashing contemporary glamour to everything you own, period or modern! Newest of all.. when you mix-match Museum's unadorned white with any of the colorful decorations on the same rhythmic shape.

The result..sparkling, casual, typical of today!

And Museum is a sound investment.. with the wonderful strength and durability typical of all fine Castleton China.



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decision WHITE— Chartely simple, Esquisity used by healt or with other spatiality on this sape. \$14.75.

and lements: 9/8/1.

(8) FRENCH GARDEN
A fontoxy of flowers by
the inimitable Vertexypattern to delight you

(C) LYANA — Windtossed jet leaves, finand with gold, swiet in upswept harmony. \$22.75

Brilliant menderinorange blossoms on leaves of shadowy gray. By the fomod Ching-Chih Yee. \$18.75.

(D) MANDALAY -

(E) DAWN ROSE — Twin roses, romentically drawn in softest sepia tones. \$16.75.

Castleton China inc.

Created in America -- For the American Way of Life

# Congratulations on Field's FIRST Centennial!



For 64 years, Louisville Textiles, Inc., makers of Fincastle Fabrics, has contributed to the beauty of the American home. Today, both Field's and Fincastle are great names in decaration The newest Louisville Textiles advertisement is on page 64



REG. U. S. PAT. C

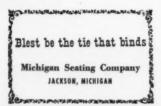
United States Glass Company is the manufacturer of famous Tiffin stemware . . . "fresh from the hands of The Tiffin Glassmasters" . . . featured at Marshall Field & Company and at fine stores everywhere See pose 59



Since 1842, homemakers have trusted and enjoyed the dependable quality and superior value of housewares bearing the famous *Universal* trademark of **Landers**, **Frary & Clark** See pages 56 5.57



For more than 20 years, the **Hekman Furniture Company** of Grand Rapids, Michigan, creator of handsomely styled tables, has served as a supplier to Marshall Field & Co. See latest of an page 62



Michigan Seating Co., Jackson, Michigan, maker of fine upholstered and occasional furniture, gives the care and attention to detail that helps build fine reputations for great stores like Marshall Field See page 89 THE IMPERIAL GLASS CORPORATION



For latest advertisement of Imperial Glass, see page 54



Bates Manufacturing Co. was founded in 1850. This label is an 1883 version of the Bates Laboratory-Tested tag Marshall Field customers now find on Bates fine all-combed cottons. The Bates at is on page 50.



Marshall Field shappers, circa 1920, were familiar with these Bates labels. Bates' first bedspread was woven in 1858. Today, Bates is one of the world's largest producers of woven bedspreads See Bates bedspreads on pose 51



The original **Sligh Furniture Company** (which now includes the Grand Rapids Chair Co.) was organized in January, 1880. For many of the ensuing 72 years, Marshall Field has carried Sligh furniture See page 53

he hundred years of living. Field's has lived through wars, depressions, and two fires to the burned the store to the ground today stands bigger and sounder than ever. Daily from 100,000 to 250,000 people enter its doors. The tearcoms serve over 9,000 people in an overage day. The telephone switchboard averages 30,000 calls daily. Over 168,000 wide-eyed moppets whispered in the ear of Field's Santa Claus last season. Over 300 fashion shows hit the runways at Field's in one year. In the main store alone, Young Homemakers shop among more than seven and one-half acres of home furnishings.



Minton, famous for English bone china, was founded in 1793.
Today Minton continues to bring practical beauty into the
house, enriching the tables of Marshall Field's customers.
The Minton China ad can be found on page 63

Pequot Mills—Makers of fine quality sheets and pillowcases for 112 years. "Pequotil" is Pequot's wonderful new sheet fabric—langer wearing than the sturdiest muslin, yet so luxurious See page 55



Cyrullaris

The first name in these desirable decorative fabrics—noted for their boardy in designs and colorings CYRUS CLARE CO., INC. - 267 Fish Ave., N.Y.

For more than 25 years Cyrus Clark Company, Inc. has supplied Chicago's Marshall Field and other leading stores throughout the nation with fine decorative fabrics For latest Cyrus Clark Co. advertisement see page 60



China customers have been buying the wares of Flintridge China Company at Field's since the beginning of the Flintridge dinnerware name. Field's features the finest creations of Flintridge craftsmen See page 66



At the World's Columbian Exposition in Chicago, 1893, hundreds of thousands saw Libbey craftsmen make glass. Libbey cut glass become world-famous, establishing a reputation for quality still held today For Libbey at see page 67



Chatham Blankets advertised solely through handbills for many years. Reproduced here is the only remaining copy of the first handbill, printed almost a century ago, by the makers of Chatham Blankets Their newset advertising is on page 52





The Cambridge Glass Company has just passed a milestone in its history—fifty years of fine glassmaking. During these fifty years it has served faithfully great stores like Marshall Field See page 61



Paragon Electric Company, Two Rivers, Wis. was established in 1905. Since then the company has introduced many "firsts" in time controls for farm, home and industry, including an automatic defroster for refrigerators Paragon advertisement, page 45





See how Butes new topper bedspreads and matching draperies are proportioned and patterned to make a bedroom look larger and lighter...and much, much newer. Part of their charm: the beautiful bouffant dust ruffles that Bates makes in wonderful colors to match or contrast. For store nearest you, see page 134.



Bates "Stardust" pattern in white textured cotton dotted in rust, white,

Bates "Stardust" pattern in white textured cotton dotted in rust, white, blue, red, dark green. Single or double toppers, 8.95. (Regular-size bedspreads, 10.95.) Draperies, 10.95. Bates shirred Sanforized dust ruffles in yellow, blue, pink, dark green, red, brown, eggahell, white, 7.95.







# A GOOD ROOF OVER YOUR HEAD

The excitement of building a house sometimes makes us lose track of the real reason people live in houses but, whether it's a grass hut or an igloo, everyone lives in a house for the same reason—to get shelter from wind and weather. Since shelter is the first aim, the way the house is enclosed—with walls and roof after it is framed—deserves your attention if your house is to be weather-tight and insulated in roof and walls, comfortable and economical to heat.

The first step in enclosing a house is sheathing it with either I" x 8" tongue-and-groove boards, 1" x 8" shiplap boards, or sheets of plywood, fiber or gypsum wallboard. When boards (tongue-andgroove or shiplap) are used, they should be place-nailed diagonally to the outsides of the studs, running in opposite directions at each corner. Each board should have two nails, one at top and one at bottom, driven into each stud it crosses, which makes a wall at least four times stronger than if the boards were placed at right angles to the studs.

On the roof, however, board sheathing should be placed at right angles to the rafters, each board being fastened to each rafter with at least two nails. Both wall and roof sheathing is usually started from the bottom and carried up.

Plywood, fiber, or gypsum wall-boards are slightly different, and come in large sheets, usually 2 x 8 or 4 x 8 feet in size. This kind of sheathing should be used according to the manufacturer's specifications, but it is usually applied horizontally, with the long dimension running across the studs or ratiers. Wallboard sheathing should be kept in place with nails spaced about four inches apart, and the joints should be staggered.

For a shingled roof, there is another deviation. For wood shingles, the roof sheathing will consist of 1" x 2" or 1" x 4" strips running at right angles to the rafters and spaced four inches apart. Composition shingles may be used on a tightly sheathed roof.

Sheathing should fit snugly around all window and door openings, but a two-inch clearance should be left around the chimney to reduce the fire hazard created by a hot chimney in contact with wood. (The clearance should not affect the steadiness of a well-built chimney, which should not depend on the house itself for support.) Filling the two-inch space between chimney and framing members with noncombustible material provides further protection, and after the roofing is put on, the same space will be covered by metal flashing.

After the sheathing is finished, it should be covered with heavy building paper or waterproof felt paper. The paper should be windproof as well as waterproof, and highly impermeable to moisture vapor. It comes in rolls, usually 3 feet wide and 80 to 170 feet long. and should be attached one strip at a time. The paper is unrolled (start at the bottom of the walls and work up), fastened to the sheathing with large-headed tacks. spaced about 16 inches apart. The next roll overlaps the preceding one three inches and the process is repeated until the entire wall is completely covered.

Any torn pieces of building paper should be replaced so that there will be an unbroken covering all over the house to make it wind-, water-, and dust-tight.

Except for a wood-shingled roof, the papering process on the roof should be carried out the same way. When it comes to the roof, however, the type of roof finish and pitch you decide upon determines the weight (thickness) of building paper or felt: building codes and manufacturers' and architect's specifications are usually definite about this. Asbeston shingles for instance, must be laid on not less than 15-pound roofing felt. (The weight indicates the number of pounds of paper or felt required to cover 100 square feet.) Asphalt shingles or strips on at least 24-pound felt. slate and tile in 30-pound felt. slate and tile in 30-pound felt. slate and tile in 30-pound felt.

Once the sheathing of a house is done, the walls and roof are usually finished simultaneously. If this can't be done, make sure that the roof is completed first not only to protect the men working inside the shell but to protect the inside of the house itself.

The way the roof finish is applied depends on the material you. choose—wood or asbestos shingles, tile or slate, or aluminum sheets or shingles. The architecture of the house will dictate the choice, although some building codes prohibit the use of wood shingles because of fire hazards.

Wood shingles are laid 5½" of length exposed), slate 7½" to the weathert. (The exposure may be specified by the architect.) Tile, aluminum, asbestos and asphalt shingles come in varied sizes and shapes; some are in strips, some interlock; and because they vary, the manufacturer's recommendations should be followed. The shape and size of the pieces determine the amount of exposure and method of fastening the material to rafters or sheathing.

The way a roof is repaired depends on the material it is made of, too. Slate, asbestos shingle or tile roofs should be periodically inspected for loose and broken pieces. These should be broken out of place, gently, with a hammer, and replaced. The new piece should be slipped under the edge of the tile (or shingle) above it and driven up as far as it will go with light hammer blows. (To keep the new piece from breaking, hold a bit of wood against its lower edge and hammer on that.) When it's as far up as it will go without forcing, drill three small holes, equidistant, through it and through the tile or shingle beneath it. The holes should be about 11/2 inches above the lower edge of the new piece. After the nails have been driven through the new tile, the one below it and into the new sheathing, daub the nailheada with plastic roofing compound to prevent leakage.

When wood or composition shingle roofs begin to leak, it's best to re-roof the entire house, especially if leaking develops at several points. New shingles can be laid over existing roof.

The first step is to cut back with a sharp hatchet all the old shingles at the ends and lower edge of the roof. They should be cut far enough to allow a 1 x 4 board to be laid alongside the old shingles and flush with their surface. The next step is to nail similar pieces in the valley flush with the old shingles. The new flashing will lie on top of this. The same procedure should be followed around the chimney.

The final step in readying an old roof for new shingles is to nail bevel siding, thin edge down, on each side of the ridge. These pieces of siding and the 1 x 4 strips provide a solid base for starting and finishing the new roof. The first course of shingles are laid double, and then the rest are applied just as they are with an original roof. Longer nails must be used because they should go through new and old shingles and well into the sheathing.

## GLOSSARY

BUILDING PAPER: Heavy paper impregnated with rosin or similar substance to resist moisture. BUILDING FELT: Paper and felt impregnated with asphalt.

FLASHING: Sheet metal inserted between shingles and rorofsheathing over joints in roofs and walls to shed water; used primarily in roof valleys, around chimneys, above window, door frames. Also around any openings in roof, FRAMING MEMBER Any rough timber used to construct the skeleton of a building, including joists, studs and rafters.

RAFTERS: One of a number of timbers of a roof skeleton which supports roof loads.

SHEATHING: Boards or wallboards set over outer edges of studs and rafters before finish is applied.

SHIPLAP: Lumber rabbeted to make a close-lapped joint. TONGUE-AND-GROOVE: Lum-

ber with one edge grooved in center, other left with a tongue to fit into groove of adjoining board.



Bates new topper bedspreads and draperies have a new low price right now...and will save you upkeep cost far into the future! They wash easily, never need ironing, don't show wrinkles, can't shed lint. Their partners in practicality: Bates fashionably full Senforized dust ruffles. For store nearest you, see page 134.



Bates "Snowdrop" pattern in pastel textured cotton with white dots. Yellow, green, blue, slate, chartreuse, rose, aqua. Single or double toppers, 8.95. (Regular-size bedspreads, 10.95.) Draperies, 10.95. Bates Sanforized dust ruffles in white, yellow, blue, pink, dark green, red, brown, eggshell, 7.95.



BATES FABRICS, INC., SO WORTH STREET, NEW YORK 18





# BEST IN BOOKLETS

Our young readers are vigorously (and reassuringly) individualistic, true, but their letters reveal a common bond: their belief that comfort and charm are essentials in successful homemaking. For them we review, in each issue, booklets full of professional know-how on achieving a smoother, better-run menage. Whenever you write for them, we would appreciate your mentioning Livine For Young Homemakers.

# BUILDING

A Portfolio of Architectural Designs for Plywood Built-Ins is designed for those of you who need more storage space (and who doesn't!). In this sixteen-page booklet are more than fifty architectural drawings that show how you may make use of so-called "waste areas" to give you greater livability and more room in every part of your home, indoors or out. Nat forgotten is information on the type of plywood to use and how to give it the finish you prefer, Douglas Fir Plywood Association (L-1), Tacoma 2, Washington, 10c.

Rex Wallpaper Roll Estimator. Now you can put down that pencil and paper and stop rechecking your math. This pocket-size estimator will tell you instantly just exactly how many rolls of wallpaper you need to redecorate your rooms. Merely by pushing the slide in or out you can see in a jiffy the amount you will need for side walls, ceilings, and border for any size room. It shows what to deduct for doors and windows, too. Patent Cereals Company (L-1), Geneva, New York, IOr.

Fir-Tex Insulating Boards deceases as they insulate, are right in line with the modern trend to dual-purpose building materials that help cut costs. If your basement or attic is scheduled for new use, you'll want to see these gay rooms decorated with Fir-Tex, insulated at the same time. There's also a description of each type of Fir-Tex and instructions for applying it, Fir-Tex Insulating Board Co. (L-1), Equitable Building, Portland, Oregon, Free.

The A B C of Ventilating Fans, When windows are weather-tight, bathroom steam, kitchen fumes, and general stuffiness are a particular nuisance. However, fans can solve a winter problem as well as a sumer one, and Nu Tone's brochure will aid you in planning proper home ventilation for every month of the year, Nu Tone, Inc. (1-1), Madison & Red Bank, Cincinnati 27, Ohio, Free.

# DINING

Informal Table Settings. Every young homemaker wants to set a pretty table, and these settings by Westmoreland are perfectly keyed to the ear Th sin pic wil of ma Gl

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casy informality of today's living. They are bright, gay, and above all, simple—to the last detail of centerpiece or napkin fold. We think you will find these colored pages a mine of ideas for effective settings you can make in seconds flat. Westmoreland Glass Ca. (L-1), Grapeville, Pa. 25c.

Wine Magic in Cooking—The Widmer Story, When a familiar dish Secones a new delight, it's sleight of hand worth knowing. These wine cookery tricks make meals effortlessly elegant, and a special section will settle your doubta about which wines best complement your mean. The wine drinks included give the man of the house a chance to try some magic, too. Widmer's Wine Cellers, Inc. (L-1), Naples, New York, Free.

### DECORATION

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Popular Paint Colors in Action Away with hours spent mixing dabs of paint in a futile attempt to match ur drapery fabric or floor covering. Already mixed Colorizer paints come 'over-the-counter" in 1,322 colors to be your number-one decorating aid. Just to give you a start, famous decorators have picked 40 of these easy-to-use, fashion-right shades to thriftily transform even the darkest apartment so that furniture, walls windows, accessories look "made for each other," And for extra help, Colorizer explains and invites you to use the well-known decorating services of Alexander Smith's Clara Dudley. Colorizer Associates (L-1) 345 N. Western Ave., Chicago 12, Illinois 10c.

Something for Nothing Adventures. Old furniture treated with a bit of ingenuity can serve you well. If all you've been waiting for is Inspiration, here's a booklet to put your imagination to work and give you tips on handling nondescript pieces to blend cleverly and appropriately with your meat cheriabed new ones. National Paint, Varnish & Lacquer Association, Inc. (Lt.), 1500 Rhode Island Ave. N. W., Washington 5, D. C. 10c.



Transformagic by Du Pont. The Art of Making Old Things New. Nothing can be more discouraging than drab furniture, toe sound to throw away. But you can modify, decorate, and/ or antique it with weaderful results. The steps are explicitly outlined in this colorful book. You may know of Peter Hunt, who transforms old pieces into his popular "originals," with sparkling folk designs, he uses a single basic strake you, too, can do. With these illustrations, the process couldn't be less difficult; the finished product couldn't be more fun! Du Pont Cas, Finishes Division (L-1), Willingington 90, Del. 25c.

The Well-Tex Portfolio gives you a chance actually to test this washable fabric wall-covering at home. With the enclosed samples of Well-Tex you can determine for yourself its strength, practicality, and attractiveness. Before you redecorate, you'll want to investigate its advantages and lovely pattens. In case you've been wondering, they're no longer confined to the kitchen. Columbus Goated Fabrics Corp. (L-1), Columbus IO, Ohio, Free.



## FOR SPECIAL USE

Your Guide to Good Sheets. Choosing sheets which will stay lovely is no problem when you know just what to look for and how to buy. Pacific Mills gives you sound advice. There are fingertip tests to help you recognize the quality of a sheet as soon an you pick it up, charts to show what site you need and how many per bed, as well as hints on caring for them to the pacific short what was the property of the prop

117 Recipes for Choosing Fine Farniure are as simple as these in your favorite cookhook and as sound. Town house, country house, cottage, apartment—no matter what the size of your home—there are basic schemes for all that consider the size of your hudget as well. "Ingredients" are Pennsylvania House's fine traditional furniture: "recipes" help you to select the right pieces for each room, let you in on a secret for luxury at lesset expense. Pennsylvania House Furniture (L-1), Lewisburg 9, Pa. 10c.





No. 3190 Mahogany Desk 46 inches long; 24 inches doep; 30 inches high Approximate retail price:



No. 3179 Deak 46 inches long; 24 inches dhepp 30 inches historie of green, brown or red. Approximate retail price: Mahogany or Knotty Pine Mahogany or America's Handsomest Desks

The Correspondent is a distinctive personal typewriter deak with all the utility features so desirable for the busy homemaker.

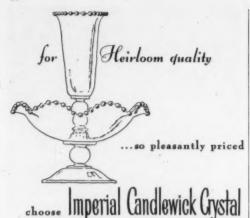
Special left section holds a standard or portable sized machine; on the right, a spacious single drawer, pull-out tray and double filing drawer provide a luxury of space for all correspondent needs. The superb hand-rubbed Sligh finish . . . the combination of beauty with efficient utility makes the Correspondent a distinctive, useful accent for the home.

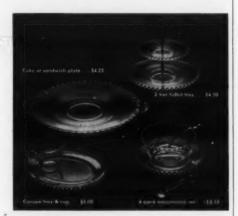
### SLIGH-LOWRY FURNITURE COMPANY HOLLAND, MICHIGAN

Associated Companies: | GRAND RAPIDS CHAIR COMPANY CHARLES R. SLIGH COMPANY

SLIGH — a great name in furniture since 1880

— at Marshall Field & Co. during these 72 years





You set a table of beauty whether traditional or modern, with this classic American, handmade crystal. Within Imperial's three-hundred graceful shapes, you find anything and everything you need for dinner and tea service and bar accessories. Each piece has that precious individuality that wears well in every sense of the phrase . . . in ensemble, Candlewick is a symphony of good taste—indeed, it is the most popular glass tableware line for young homemakers. Glassware—Second Floor, Wabash

Marihall Field & Company



# A PIECE OFF YOUR MIND

MOVING MANAGED

Dear Editors:

Congratulations on your informative magazine!

In radio and television, my husband's work, one moves many times, finding each location has its own special problems that must be overcome before a house becomes an attractive home. It's surprising how easy they are to solve when we can refer to your magazine.

We've built several pieces of furniture suggested by you, and your instructions and ideas can be followed easily.

Our son's room is our pride. My husband built the furniture and I painted it, at LFYH's suggestion, a canary yellow. I added my own cowboys and Indians for him in bright colors. Best of all, the colors don't show dust!

This is why for three years of our married life we've enthusiastically assimilated LFYH contents, keeping every issue as a reference library for household problems. Again congratulations and bouquets.

Mrs. Dick Hageman Silverton, Ohio

MATH MISTAKE

Gentlemen:

Since I read the articles in your

magazine very closely, I couldn't miss noticing what I think is an incorrect expression. However, only an engineer would recognize this error.

On page 121 of the October issue (The Adaptable Daylity), the author writes of daylilies multiplying rapidly according to an arithmetical progression. An arithmetical progression is the addition of a constant number each year. It should be a geometrical progression, which is the multiplying by a constant number each year—such as the number of bulbs doubling each year.

I will be glad to have your comments on this.

Leo J. T. Brom Winona, Minnesota

EDITON'S NOTE: Our math is a bit rusty and Mr. Brom is right. The daylilies will multiply by geometric progression. We sincerely hope that our error will not give our readers more littes than they bargained for. We think it's hard to have too many.

SMALL TOWN, SMART BUYING

Dear LYFH:

Mrs. L. Thurman (A Piece Off Your Mind, October 1951) definitely has a problem living in a

гу 1952

amall town without benefit of bigcity bargains and shops; but I feel I've solved it, thanks very much to LIVING For Young Homemakers.

I, too, live in a small town, true, not far from Baltimore and Washington, but where transportation is difficult without a car. And I, too, started from scratch with a limited budget.

When the opportunity came to move to this new community, I decided just to get rid of all the things I had accumulated in almost twenty-three years of marriage. For like Topsy, the stuff had just grown without rhyme or reason for being.

I love contemporary furnishings and this was my chance!
With absolutely no "know-how" I studied the rooms and color schemes in your magazine, and read every article and every advertisement in it. I was embarked upon the happiest time of my entire life—furnishing the four rooms of our anartment.

I decided what I wanted before I started shopping. (I think that's very important.) Then I did some comparison shopping to see where I could get my best buys, and studied the papers for slated sales on the type of furnishings I wanted for each room.

I chose my color scheme and with very careful buying was able to get things to match. I saved enough on sales to have pieces I wanted covered in the right shades. Now everyone who sees my coral, beige, and turquoise blue asks, "Who did it for you?" Out comes my chest as I reply, "I did it all myself—that is, with the help of LIVING For Young Homemakers."

I did all of my home in three trips to town, as I have to prepare three meals a day for my 
husband and son, plus all my own 
washing, ironing, marketing, sewing, etc., plus the fact that I try 
to do a little free-lance writing on 
the side. The secret, I think, is 
care and forethought—planning 
on just what is needed, how much 
can be spent, what colors may be 
used, which stores to shop.

I certainly got the thrill of achievement from doing these things myself.

Thanks to LIVING For Young Homemakers, I feel that my home is perfect for my entire family.

Dolores Bramley
Hyattsville, Md.

### A BOOST FOR BALANCE

Sira.

I'd like to pass along a word of praise to you, as I enjoy your magazine very much and haven't missed an issue.

I don't expect each issue to have just what I'm looking for in it; I think you have a variety which will please all tastes. That's what I like in a good homemaking magazine like yours.

Mrs. James G. Miller Arlington, Virginia

### CLEVELAND CALLS

Dear Sir:

I was very much interested in your article Young Living in Cleveland (October, 1951), as that city will be our home after February. My husband and I know very little about housing in Cleveland, and were especially pleased to learn that "garden apartments are one delightful answer to the young counle."

We were very glad to get such a glimpse of our future home. Mrs. D. J. Little Ann Arbor, Michigan

# NEW TRADITION

Dear Miss Harris:

I saw your Open House both in the October issue and at the National Home Furnishings Show in Grand Central Palace. And I don't blame you one bit! If it were my house I'd be so pleased I'd have it open, too.

Even though I've always belonged to the "traditional" school of thought for homes, I must admit it certainly combined oldfashioned warmth and livability with modern convenience and simplicity. It's a style that could really make a tradition of its own.

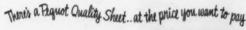
Your two washbasins in the bathroom would be a boon for my two boys—no more prebreakfast bathroom brawls!

It's definitely an idea for my dream-house scrapbook. Please let's have more homes like it.

Mrs. Margaret Peale New York City



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# SPADE AND TROWEL

If you have a gardening problem, LIVING For Young Homemakers' garden experts will help solve it for you. Queries of general interest will appear on this page every month. For a prompt reply to more specific and individual problems, send us a stamped, self-addressed envelope.

Q. When is the best time of the year to transplant forsythia bushes? I have several moderatesized ones that must be moved, and I'd like to do it some time this year. W. J. V.

A. The ideal time is immediately after shrubs stop blooming—usually late April or early May. As second choice, in October or early November.

Q. I have very poor luck with growing ivy in water indoors, especially during the winter. After a couple of months the leaves start to turn yellow and drop off. Changing the water often and placing charcoal in it to keep it sweet seems to make no difference. Can you tell me what'e wrong? J. L. R.

A. Unless the plants are infested with red spider, a common ivy pest, your difficulty probably comes from the air in the house being too dry and hot. Try shifting the plants to a cooler room, if you can, and increase the moisture in the air by placing water-evaporating containers on or behind the radiators. Ivy frequently does well in the kitchen, because of cooking moisture. But don't put it there if you use gas. The fumes might be injurious.

Q. We are afflicted with a barberry hedge, six feet or more high, in a place where two feet would be plenty. The plants are old but perfectly healthy, and we're wondering what would happen if we cut them off at the desired height.

L. B. T.

A. If you pruned them down to two feet, as you suggest, the thickness of the remaining stems would be unsightly and, by the time it was concealed by new growth, the hedge would be large again. A better plan is to prune about six inches from the ground early in the spring, thus causing many new shoots to come up from below the surface. Prune at intervals to bush out and keep at the desired height.

Q. In there any way of getting mistletoe established on the branches of an oak tree? We have none on our trees and I'd like to have some despite the fact that mistletoe is a parasite on any tree where it grows.

B. J. P.

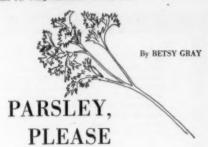
A. It is possible to "plant" mistletoe on a tree by wedgingseeds into bark crevices on the upper side of the branches. Most of them will not germinate, but a few may start if you put in a considerable number after first removing most of their pulp. The seeds, of course, are inside the berries for which this parasitic plant is famous.

Q. Several of my African violet plants have white mealy bugs on them and are beginning to look unhealthy. Is there any way of getting rid of these pests without damage to the brittle stems of the leaves? W.O.V.

A. Your best plan is to touch each bug with a small swab of cotton, dipped in alcohol. It will probably require several weekly treatments to clear the plants, as new bugs are likely to appear from eggs laid before you begin. But if you start at once and are persistent you will almost certainly succeed.

Q. How long do plants of black and red raspberries last? Is it true that the foreser are longerlived than the latter? R. L. B.

A. A planting of black raspberries should be good for two to eight years, depending on variety, soil, climatic conditions. The red varieties last eight to ten years.



Some people think parsley is pretty, but too many think it's pretty awful. The latter group includes the push-parsley-out-of-the-way clan. They tuck it in the centerpiece, hide it under the plate rim, or throw it under thable. Anything, however rude, to get parsley out of sight.

Time was when I secretly indulged my craving for this tempting herb. Then I read that a teapoon of dried paraley contained more vitamins, more strengthening, energy-giving properties than most other foods. Now I am brazen about my addiction. I crusade for paraley's propagation, ballyhoo for its recognition as an edible, protest its use as mere decoration.

Hercules is reputed to have chosen paraley for garlands when he went forth to show off his prowess and, during the whole age of Greek athletic domination, paraley wreaths were presented to the winners of various events. The same wreaths were given to honored guests at sumptuous Greek dinners as a precaution against drunkenness.

A British savant of the 16th century claimed that the seed of paraley would cure baldness. That for men who can't bear paraley. In case they care, all they have to do is sprinkle paraley seed on their hair for three nights of each year and, presto! no shinp pate.

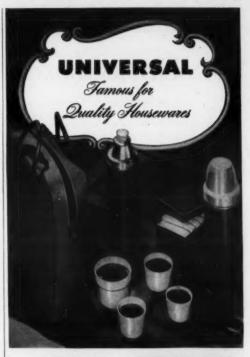
shiny pate. Superstitions about paraley follow a homey pattern. Southern slaves considered it unlucky to transplant paraley from an old house to a new, and English gardeners warn that transplanting will bring bad luck to everyone in the household. Army wives have been told that their husbands will be transferred again, soon, if they plant paraley at a new post. Sounds like hokum made up by some paraley-hating army officer. Because of my husband's average paraley in my own cooking. He will chew a few sprigs after he has eaten garlic, but the faces he makes are tortuous. The paraley-after-garlic gimmick he learned from Beatrice Kay, the Gay Nincties singer, who orders a side dish of paraley along with garlicky steak.

Those of us who know the worth of the herb, so revered since as-cient times, soon learn how to sneak it, chopped fine, into soups, sauces, and stews. Parsley butter, a concection featured in most cookbooks, is delicious on fish. Although I seldom get away with a bunch of parsley tossed in a green salad, I do manage to be generous with it in:

## KIND-TO-THE-BUDGET STEW

- 6 cups cold water
- I pound beef, chopped or coarse-ground
- 2 tablespoons butter or olive
- I large onion, chopped
- 2 medium-sized tomatoes, chopped, or the canned equivalent
- 1/4 cup rice
- l teaspoon salt
- 1/4 teaspoon pepper 2 tablespoons chopped fresh paraley

Stir cold water into beef in a large stewpot. Stir over low heat until it makes a thick broth. Cover and simmer. Heat butter or oil in frying pan; brown onion slightly. Add tomatoes. Combine the two mixtures in the stewpot. Add rice, salt, pepper, and parsley. Simmer over low fire until rice is tender, about half an hour. Do not overcook rice, or stew will be mushy. Serve in large soup plates. Accompany the stew with piping-hot crusty bread, a tossed vegetable salad-and make no apologies for the low-cost meal.



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Children's

# OUR FILE BOX

If you have any household or decorating hints that you want to share, we'll pay \$5—for each one we publish.

Shelves

# Linoleum linings

To line kitchen drawers and cabinets with shelf paper is not only time-consuming, but also expensive and impermanent. To cut down waste, use linoleum in place of paper. Measure the shelf area of your drawers and cabinets. At your local floor-covering dealer, buy sufficient linoleum to fill your specifications. Cut this to fit each unit. When soiled, it needs only a damp cloth to clean it. Hint by Mrs. V. W. Riley, Chicago, Illinois.

# Play pictures

For those mothers with little talent for drawing, here's an inexpensive and original way to make pictures for your children's room. Buy a coloring book with interesting drawings. Pick a few your child likes and color them brightly. Frame them each with colored drawing paper to match the colors of the picture or the décor of the room. Then hang them above the crib or bed. Mrs. D. L. Brown, Menlo Park, Calif.

Matel

# Dress-up

To make an attractive permanent cover for a common safety matchbox, select a material—leather, velvet, chintz, or cretonne are effective. Cut this to fit box cover and glue down firmly. On one side, place a strip of fine sandpaper. Then into this cover, insert the box bottom containing a supply of matches. When empty, simply replace with another box containing a new match supply. Mrs. R. Stocks, Atlanta, Ga.

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An apron that not only fits but completely protects skirts from grease spatters can be made easily from a discarded cotton dress. Cut the front of the skirt and the waistband at the side seams. Hem each of the sides. Cut ties from the back skirt, hem, and attach to waistband. With the remaining portion of the dress, make attractive matching pot holders and disposable dustcloths. Mrs. R. E. Nelson, St. Louis, Missouri.

Woodwork

# Stain solution

Woodwork in your kitchen that has become stained from smoke and grease can be cleaned by painting it with a solution of starch in water. After this has dried, it is rubbed off with a soft brush or cloth. This removes the stains. Treating woodwork in this way, does not harm the paint. Any finished surface treated with starch will remain in good condition for several years, Mrs. F. M. Longley, Cheyenne, Wyo. Refrig-

# Move forward

Because of the machine's size and heaviness, moving a refrigerator in order to clean at the back of it is difficult and time-consuming work. But this is unnecessary if you pour a little soapy water on the floor in front of it, rub a cake of soap well over the area, then give the refrigerator a little shove and watch it slide. You'll discover that it moves forward and back readily. Mrs. C. Copeland, Jackson Heights, N. Y.

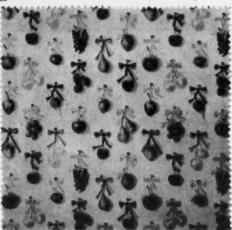
Dust mops

# Cut a joint

It will be easy to clean under furniture that is built close to the floor if you make a flexible joint is the handle of your dust mop. To do this, simply cut the mop handle in half and insert each end into a rubber hose to join them. To hold together, apply shellac or rubber cement to hose edges. Use tough hose so that the handles of your mop will stuy as rigid as possible for regular dusting. Mrs. T. L. Stone, Allentown, Pa.



Lr



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Cyrus Clark's Old Document Print-"Queen's Rose"



# DECORATIVE TILES

By EMILY WHALEY

The ancient art of tile decoration has brought to the modern world the same inspiration for creative design as it did to the Egyptians centuries ago. As far back as 1300 B.C., Egyptian craftsmen produced tiles, and the Spanish were so tile-conscious that much of the atmosphere of early Spain can still be seen in the brilliant tilework of Mexico's churches, public buildings, and homes.

To the modern homemaker, decorative tiles offer a wide variety of possibilities for both interior and exterior design. Varied and interesting arrangements can be made for coffee and occasional table tops, fireplaces and bathroom walls can be decorated with simply designed tiles, children's rooms and kitchens can be brightened. A wall of a terrace or porch can be made more inviting by a solid-block design of tiles, and there are lamp bases, bot-dish tiles and wall plaques to add touches of color to any room.

With a minimum of cost and effort, interesting ideas in this fasinating medium can be planned
and carried out. For the homemaker who prefers to buy ready-made
cramic tiles, there are many sizes
and colors from which to choose.
Tiles for a small coffee table top
can be purchased for under two
dollars. These come in six-to-eightinch squares and can be decorated
with Dek-All or one of the other
enamel hard-drying paints. Conventional or abstract designs can
be stenciled or brushed on each in-



THREE TILES around sides and top of fireplace are long panels decorated with a on-ecolor landscape motif, brushed on freely with enamel paint. The other four tiles (the dark ones around fireplace) were glazed in a solid color. All were handmade

dividual tile, or an all-over design can be painted on freely, and then cemented together.

For those who are interested in making their own tiles from start to finish, the possibilities are even more varied. Square, oval, or oblong table tops can be made by shaping each tile so they will form the desired shape when fitted together. There are several ceramic clays and glazes that harden at a low temperature and can be fired in the kitchen oven. Or, if there is a kiln in your community, ordinary clays can be used and fired at higher temperatures.

Commercial tiles are usually



HELD TO THE WALL by strips of narrow wood, these tiles add an interesting and colorful touch to a child's room. Alphabets, nursery-rhyme characters, animals, or figures will all adapt themselves to colorful designs for the youngaters. The tiles used above are six inches square, were bought ready-made, and then decorated with oil paint

ery 1952



EIGHT-INCH-SQUARE TILES, alternately textured and solid-colored, are set in a low frame, make an attractive, durable coffee table. The variety of crackle and alligator glases on the market produces striking textured surfaces. Here, the cement mixture holding the tiles in place is painted a darker shade for contrast

four, six, or eight inches square, but if you make your own there will be no limit to their shape or size. They can be left smooth and the color applied with glazes, or the design can be incised or cut out in bas-relief. The procedure for making tiles consists of several easy-to-follow steps:

First, the design is carefully planned on paper: the number of tiles, the over-all shape of the finished piece, whether the design will be painted on with glazes or enamel paint or will be incised or cut out in bas-relief directly on the clay tile.

With a rolling pin, the clay is rolled to an even thickness of one-half inch and trimmed to the desired size and shape. Allowance must be made for shrinkage because, in the firing, the clay will shrink. A six-inch tile will shrink to approximately 5½ inches.

When the surface of the tile is smooth, the design is transferred to the clay if the design is to be incised or cut out in bas-relief. In an incised design, the lines are aunken into the background. In bas-relief, the design is raised above the surface. The tile can also be left smooth, and decorated with color glazes later.

The tiles are ready for their first firing (biscuit firing) when they are bone-dry or almost powdery. Directions for firing come with the clay.

After the first firing, the glaze color is applied and the tile is then fired again to make the glaze permanent.

Then the tiles are ready to be cemented together in their proper place. For tables, simple frames of wood or metal can be bought or made, and the tile top designed to fit into the top.

The possibilities of this inexpensive and enjoyable hobby are endless, and will provide fun for you and beauty for your home.



EIGHTY TILES form a decorative wall design on a porch. Ready-made, these ceramic tiles cost under fifteen dollars for the lot; in two colors, they make a gay checkerboard design



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# REVAMPING WITH A BOY IN MIND

Parents whose lives are lived in four or five rooms are apt to forget that a child does his sleeping, playing, and sometimes even eating in just one. Small wonder that it begins to show signs of wear and tear. Jeffrey McKeever's parents took an understanding view, and did over their son's room with the same taste and care they would have used for their own rooms.



MANUAL BA

PLASTIC Koroseal turned out to be the perfect material for Jeff's room, seemed made to order for rough, small-boy treatment. Inexpensive, it needs no laundering or dry cleaning (spills wipe off easily), comes the bright colors children love. The Mc-Keevers used it to make curtains and to cover nearly everything in the room-desk top, the entire chest of drawers, and the bed. Windows got first attention, with new coral curtains in Koroseal. Because the visw was



uninteresting, and the light too bright, the McKeevers put up Venetian blinds in the same soft green as the walls. To cover exposed brase curtain rods, Jeff's father made wooden valances, decorated them with branding marks to satisfy Jeff's Lone Ranger tastes. Also homemade is the ingenious little shelf over the desk, A side board keeps things from falling out, and conceals an electric bulb which lights Jeff's homework. The shelves on the floor are boards set between bricks, weighty enough so that they are not easily upset. Sand-colored rug was not changed



OLD CURTAINS WERE SILL LENGTH, because long ones get in the way of electric trains. New curtains were kept short, at Jeff's request. In old arrangement (above) desk faced light from window; it was moved to corner, shelves close to bed



TO RPIACE HEADBOARD, square wooden frame was made with Celotex, then covered with heavy-weight Koroseal in brilliant hunter's green. New headboard is neat and tail-ored-looking, easy to dust. A bed-spread was made of the same material and color, with a coral dust ruffle. Leftover Celotex was cut to make a frame for Jeff's prize map, and was used for the bulletin board over his desk. (Old placing of desk, under the window, had no wall space for pin-up items.) The bronco-buster over the bed was a present from a friend who does metal work. Jeff's room is now practically boy-proof, and the McKeevers needa't worry him or his friends with "don'th." Intelligent use of inexpensive materials, and a little homework of their own also kept the family budget from being upset



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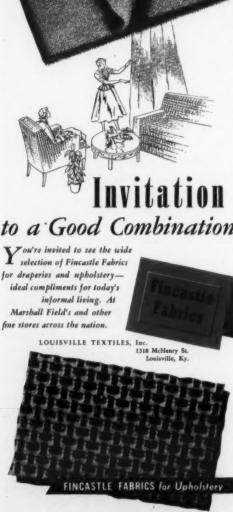
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# A CHILD'S WAY OF LIGHT

By NATALIE PARRY

The type of lighting installed in Junior's room will affect him for the rest of his life because lighting has more to do with his psychological, physical, and mental growth than most of us imagine. An infant gets more knowledge about his own environment through the sense of sight than through any of his other senses. but his knowledge doesn't come to him just as a series of pictures. Actually, he is making continuous interpretations of varying brightness and outlines and the way they fit into the total visual field. The quality of the lighting in his room can make the world look gloomy or gay, secure or precarious, warm or cold. A warmly glowing lamp with indirect lighting, equipped with a three-way bulb of 30-60-90 wattage, is advisable and sufficient.

But the child who is oldermoving about, busy with play and study-needs more light. Leading educators, psychiatrists, doctors, and lighting engineers have concluded that poor lighting conditions-including excessive glare and brightness-not only cause fatigue, but structural and functional defects in the body. They explain that when a child has to put his major energy into trying to see, there's not enough energy left for actual seeing. All of this, of course, is a drain on the child's mental and physical

Whether eight-year-old Johnny is building a bridge or four-yearold Jane is crayoning the animal world, both like to do it sprawled on the floor. Invariably, a child in this position is working in his own shadow and, although a shift of position would assure better light, it's simply not in the nature of children to "shift." Enough light has to be provided to get around them, instead of expecting them to get around the light.

Cove lighting that reflects from the bottom of the walls-or indirect lighting all around the walls at a distance high enough from



the floor to be out of the way, but low enough to send out evenly diffused light-is ideal. These are the more expensive lighting techniques but, if the budget is limited, a substitute almost as effective is the standard fluorescent fixture, the shielded type, placed about halfway between ceiling and floor.

Youngsters of twelve to fourteen are at an especially inquiring stage and are apt to own a microscope, a slide rule, and a dissecting knife-all of which require close work. For such concentrated work, daylight exposure—and specifically northern light-is best but, if there's no northern exposure, it's best to supplement daylight with a lamp. preferably one attached to the desk or table, equipped with a three-way bulb for lighting flexibility, and shielded to avoid glare.

The reading lamp is indispensable to forming good reading habits. Poor light discourages reading because it's a strain on sensitive young eyes, and may have the equally serious effect of creating a psychological barrier against reading. The proper wattage varies from child to child; some children wear glasses, some are farsighted, some are nearsighted, some are partially colorblind. Check your child's vision and be guided accordingly. In general, a three-way bulb turned up to highest wattage of 120 is good. Place the lamp behind the chair alightly to the side of the shoulder. Contrary to usual notions, the lamp does not have to peer over the left shoulder—the right is just as good.

Adults seek atmosphere in lighting, but the child wants light to see by. For him, it must be more functional than romantic. Children are the busiest people in the world, and the child's room is really his workshop or, more accurately, his "wrecking" center. This necessitates over-all illumination that will provide ample light, and do so without burdening his eyes. Fortunately, this can be done inexpensively and easily. There is an ingenious fixture-known as the "three-ring circus"-which can be attached to the center ceiling fixture. It accommodates a 200-to-300-watt bulb, and is available at any appliance store. A shield, included in the package, eliminates glare by sending out light indirectly and, at the same time, covers the room with warm, bright luminosity. This is the type of lighting that encourages the child to "stay and play" and is a particular blessing in winter when its cheerful brightness forms a cony contrast to the frosty outdoors.

Any discussion of lighting must include color which, in the child's room, is more than just decoration—it has everything to do with the effectiveness of your lighting efforts. Here, again, the individual factor is a big consideration. A more phlegmatic youngster needs a stimulating color; the energetic, fiery child can use a relaxing color. Varying degrees of vision have varying reactions to the same shade and these specific problems must always direct the parent.

But there are some basic guides. Light walls are preferable to dark ones because they are more cheerful and don't soak up the light as dark walls do; light-colored furniture—especially for desk tops or working tables—is advisable to minimize contrasts with white paper or books, and writing tablets.

These are all practical suggestions, but don't neglect the imaginative and exciting possibilities as well. You can transform an ordinary room into aglittering wonderland by covering the ceiling with wallpaper that simulates a nighttime sky, bright with stars and planets. In-

sert phosphorescent bulbs into standard portable lamps and, when the switch is turned on, you have seemingly brought the beavens into your child's room. You can also make a homemade sky, using either a can of paint or contriving your own wallpaper with acissors and colored paper. Mothers who know the despair of badgering Johnny to "go up to your room and play" won't have to do much urging if this kind of attraction awaits him.

One of the thrills of the theater is the aura of excitement and romance created by the changing play and color of stage lights. It's one of the most persuasive tricks directors use for carrying the audience up and down the scale of emotional reactions. You can bring the magic of the theater into the child's room by attaching a circular metal drum. sectionalized like the blades of an electric fan, to the fixture already in the room. The drum can be obtained at most hardware or appliance stores. The heat of the bulb sets it in motion and, as it turns, the light flickers and glows with the fascination of candlelight. By adding strips of colored, fireproof cellophane, the effect is even more dramatic. No self-respecting infant will waste his time crying when he can be entertained by a parade of moving, changing color and, of course, he is developing a color sense at the same time.

At the moment, television is largely one-set-for-the-family, but the chances are that it will eventually blossom out into an endless collection of portable varieties, just as the radio receiver did. When that happens-and it may be soon-it will undoubtedly become an automatic part of landscaping in the child's room. There are three basic rules for television lighting: no bright light should fall directly on the level of vision toward the screen, there should be little or no light falling directly on the screen itself. and there should be no reflected light from the screen generated by any light source in the room. Since normal vision extends above and around the actual object looked at, don't place your set against a dark background, because a dark wall behind the bright screen surface will project violent contrast.

Remember that the quality of light is not strained—provided it's not overlooked.

# Now for only \$9.95 you too can have AUTOMATIC DEFROSTING on your PRESENT refrigerator



Want to get rid of defrosting muss, fuss, and bother? Just plug in a "de-frost-if" alongside your present refrigerator, and enjoy that won-derful 1951 automatic defrosting everyone's talking about. Costs very little . . . saves a lot! It's a blessing in many ways . . . a real relief to you, and to the family budget, too!

Saves food: Foods keep that "genuinely fresh" taste . . . retain natural moisture and flavor . . . refrigerator odors are checked.

Saves time and work: It's fully automatic. You're free from weekly muss and drudgery of hand defrosting. Coils no longer snow-hound ... no more chopping or messy melting of thick frost.

Saves electricity and upkeep: Your refrigerator runs less . . . costs less for operation or repair. Adds years of life to your refrigerator.

For all refrigerators: Instantly adjustable to exact defrosting time your refrigerator needs . . . or to "skip-defrosting" if necessary.

# ONLY \$995

AT MARSHALL FIELD'S or your local dealer.

If your dealer can't supply you, mail coupon with your check or money order and we will ship direct, but please include your dealer's name.

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Yes, se order)	nd me a "d for \$9.95.	e-frost-it",	postpaid.	Here's my c	heck (or	money
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Paragon ELECTRIC COMPANY

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# BIRDS OUTSIDE YOUR WINDOW

Feeding wild birds during the winter months is becoming an increasingly popular hobby. That's because it is interesting, inexpensive, and constructive to play host to various birds right in your own back yard. They learn quickly to gather for the handouts that you offer them, even coming right to your window sill. Best of all, the show is easy to stage and the performance will go on through the stormiest weather. Serving food to the birds is actually a token of appreciation for the pleasure they afford us and for the never-ending

clean-up work they do on insect pests. The National Audubon Society gives this advice: once you've begun to attract the birds with food, and they expect id, don't let them down. Carry on through the bitterest weather. At that time they'll really need your help in order to survive.

Two general classes of wild birds will patronize a winter feeding station: the seed eaters, such as juncos and the several kinds of cold-weather sparrows and finches, and the meat caters, like chickadees, nuthatches and woodpeckers. Some kinds, of course, like both types of food.

A widely appreciated menu is easy enough to devise. For example, one of the hest-seed mixtures consists of equal parts of chick scratch feed (very finely cracked orn), sunfavore seeds, and canary seeds. Dealers in grain, poultry, and cage-bird supplies have all of these in stock, and so do many suburban garden supply stores. For the meat eaters, raw such from your butcher is far and away the best. You can also buy sue made into flat cakes especially for this purpose.

As supplementary food, stale bread crumbled and mixed with the grease in the bottom of the family frying pan is quickly gobbled up. So is peanut butter. Discarded bones with scraps of meat still clinging to them, even roasted peanuts, and any odds and ends left over from a bowl of cracked nuts will be welcome.

You can attract birds merely by scattering such foods on the ground near the house, but this is a wasteful method in snowy or rainy weather. A much better plan from every standpoint is to provide an open-front shelf a foot or so square, with a projecting roof to keep most of the snow and rain from spoiling or actually covering up the food. Many such devices are on the market, some designed to be attached to an outside window ledge or to poles, some to be hung from branches of trees. In the local hardware or garden supply store you are likely to find inexpensive sust holders made of wood or galvanized wire mesh to be attached to the trunk of a tree or suspended from a limb. If you are handy with tools you can readily make your own holder after noting the principles involved in the manufactured ones. The main thing, after all, is to provide a place that is reasonably protected from the weather and permits unhampered approach and departure for your small guests. Birds don't like to go into a small enclosed space from which they might find it hard to escape if sudden danger threatened.

For your own pleasure, locate feeders near the house, in full view from the windows you use most. Half the fun of bird feeding is in watching what goes on at the outdoor cafeteria. It's one of those hobbies that do much to brighten the sometimes dreary winter days. That alone makes it abundantly worth while!





# SECONDHAND "BARGAINS"

By JEANNETTE M. RIEHL

With Persian rug tastes, but a slim budget that barely stretched to linoleum, I decided to hunt for secondhand bargains for our brand-new house. Here was a way to save money—or so I thought.

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The first prospect had a house full of furniture, but she insisted on selling it altogether for \$1,500. That was out. After a few more discouragements, I called on a woman who had a living-room set with a Duncan Phyfe sofa and two chairs with down cushions. It was only \$250 (although she had paid over \$500), and I left a denosit.

As soon as Jack, my husband, came home, I told him about my "find." He made some silly remark about not wanting to drive across town that night. Knowing men, I let him eat dinner before I told him that we really had to go as the woman was moving the next day. He almost hit the ceiling and wanted to forget the whole thing. Then I told him about the \$50 deposit, the \$200 due the next day. We went, but Jack told the woman he didn't like the set, and she refused to refund the money until he threatened to call the Better Business Bureau.

Back home, Jack flashed the paper in front of me—a store ad for a set very much like the one I tried to buy. It was selling for \$199. I had been too busy looking at the For Sale columns to see the rest of the paper.

With my enthusiasm undimmed, I was ready the next evening with another list of addresses, and insisted that Jack go along since he knew so much more about prices than I did. That little touch of flattery helped. In fact, it got us off in high spirits and, for a few minutes, I thought that this evening was going to be different. It wasn't. Our first stop was on

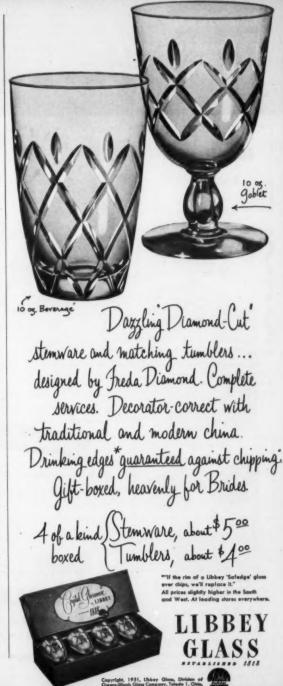
a street so dark that we needed a flashlight to see the numbers. The house itself was beautifully furnished and even Jack was impressed as he stubbed his toe in the deep-piled rug. But, after looking at the For Safe pieces in the basement—old sofas and tables that had been painted and repaired—Jack realized the man was in the used-furniture business. We left without much more conversation.

Jack suggested we give up the idea then and there, but I was ready for battle. Thereafter, however, I did my searching solo. One evening soon after, Jack called a conference. He wanted to know what I had bought, and for how much. That sounded foolish for he had seen the few pieces looking lost in the vast stretches of emptiness in our new home, and knew all the details. To humor him, I went over the list. He insisted I include hauling costs, telephone calls, and gasoline, none of which had occurred to me. When I finished, he started in.

"In a month, you have bought fifteen items for a house that needs over one hundred pieces to furnish it. All told, you've spent more than the retail price. Now, where's the economy in that?"

I valiantly tried to explain that, given time, I could find the furniture I wanted for a "song." He insisted we go downtewn to buy everything we needed and, worn out from bargain-hunting. I gave in. At the furniture store, they arranged for us to pay so much a week, and, to be honest, I think it's better than paying those huge sums when you do find a bargain.

When friends are surprised that I bought new furniture instead of "economizing" as I'd planned, I just tell them, "We couldn't afford to buy bargains."



Best Wishes to Marshall Field & Co. for another 100 years. One hundred years old and still growing, Field's looks forward to building a new, complete shopping center in Skokie, a suburb near Chicago, for which a 110 acre trart has been purchased. In addition to the main store and the Store for Men (in a separate building across the street) Marshall Field & Company includes suburban stores in Evanstan, Oak Park and Lake Forest, two restaurants at Chicago's Midway Airport, Frederick & Nelson in Seattle, and Fieldcrest Mills scattered through Illinois and North Carolina.

# handi-panti\* by alexis

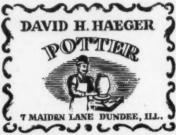
REGISTERED

Catering to the very, very young set . . . Alexis designs the Handi-Panti, a new idea in diaper covers. Ask to see them at Marshall Field's and at fine specialty shops Ad on page 74

> Marshall Field & Co. placed their first order with Ficks Reed Company in 1911 when they wrote their name shown at right. For forty years the happy association has continued ficts Reed Co. ad, page 76



Live





Kindel, symbol of quality since 1878, has specialized in 18th century American and English reproductions for over 25 years. Field's has been handling Kindel furniture for nearly half a century See page 73



The Haeger Potteries, Inc. and Royal Haeger Lamp Co., Inc. began at Dundee, Illinois, eighty-one years ago, and still send the choicest examples of their skill to long-standing customer, Marshall Field Haeger Potteries ad can be found on page 78

A name which has long stood for value and fine workmanship is Treasured American Glass by Viking, one of the many outstanding contributors to the traditions of Marshall Field & Company The Viking ad is on page 49





Helmco-Lacy's unique method for making coffee was first sold at Marshall Field's. The Filtron cold water coffee extractor makes 60 cups overnight from one pound of coffee See Filtron cold water coffee extractor and on page 72.

In 1889, Field's sent their first purchase order to **Kruissink Brothers**. Since that order Field's has cooperated in the development of the complete line of Kruissink Showoff wall shelves

It's a far cry from the first home pressure cooker of 1915 (left) to the streamlined PRESTO cookers of today (right). Both models are products of National Pressure Cooker Company. The PRESTO Cooker od is on page 75

# Sentinel

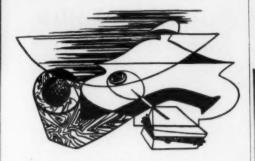
Radio and Television VACUUM GLASS COFFEEMAKERS



The Sentinel Radio Corporation designs and produces radio and Living Picture television sets in their ultramodern plant at Evanston, Illinois. Marshall Field is one of many fine stores featuring the name, Sentinel Turn to page 77 for more about Sentinel

One of the most revolutionary changes in the history of coffee making has been scientific brewing—brought about some twenty years ago by the introduction of Silex Vacuum Glass Coffeemakers Silex ad on pose 71

See page 70



# STAGS ON THE RANGE

Cooking, as practiced by males, has always been an art and not a domestic chore, as any great chef will gladly point out.

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This meal is designed for four persons, and for a chef to cook-he be bachelor or husband, amateur or old hand. It consists of an hors d'oeuvre, veal with mushrooms (vess la reine des champignons), salad, d'ssert, coffee.

Here's the shopping list, assuming ordinary household staples are on the shelf. For the hors d'oeuvre:

I box of cocktail crackers

1 Philadelphia cream cheese

1 bottle Heinz 57 steak sauce For the entree:

4 veal cutlets

2 pounds dried onions

1 bottle of sherry wine (for cooking)

l can of orégano (an herb)

I can cream of mushroom soup

For the salad: 1 head lettuce, iceberg or ro-

maine 4 tomatoes

1 bottle of French salad dress-

ine

For the hors d'oeuvre, put some of the crackers on one dish and on another put the block of cream cheese, covering it with just enough Heinz sauce so that only the white corners show and it looks like an Eskimo pie. Put a knife on the plate and from there the guests are on their own.

Now, back to the kitchen and do the following: peel four goodsized onions and slice them fairly thin. Then salt and pepper the cutlets and put flour on each side. Get out the biggest skillet and melt butter (a piece an inch oquare) over a high fire. When the skillet is bot, put the culleta and onions in and fry them quickly, adding a pinch or two of the orégano and a dash more salt and pepper (freshly ground, get a pepper mill right off). You may have to add a little more butter.

While the frying is in progress, open the can of mushroom soup and heat it slightly in a saucepan with an equal amount of sherry, stirring gradually to get the two well mixed. Turn the cultets over when the first side is brown and when both sides and the onions are brown, transfer them to a large, shallow baking dish or caserole and pour the mixture of soup and wine over everything. Put a lid on the casserole and place it in the oven, which you have previously heated to 350° F.

Then get started with the salad. Quarter the tomatees and put them in a bowl, a wooden one preferably, the sides of which have been rubbed with a garlic bud. Shred the lettuce and add it to the bowl. The salad dressing and salt and pepper can be added at the table when you give the whole thing a professional-looking toos.

Have your coffee ready to make at the last minute, and put out all the napkins, silverware, dishes, et cetera, for a buffet dinner. After that, our hero can leave the kitchen serenelly, returning only to take the lid off the veal half an hour later. In another half hour, he is ready to serve his guests.

# Viking CRYSTAL CONVERTIBLE

Your custom-made centerpiece



What's the occasion? Here's your answer... a centerpiece for every occasion. Use all of it... use parts of it... make your own new and charming arrangement with the five pieces of the Viking Crystal Convertible... Three uses are shown here, and you will think of many others... Gleaming, glittering Viking Glass, priced so low and admired so much... See and buy yours at good stores.



Treasured American Glass



Elegance with a twinkling

sparkle

A condissick with

VIKING GLASS COMPANY New Martinsville, West Virginia

Member of Glass Crafts of America

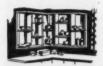




In the living room, dining room, bedroom or hall, Showoffs add a decorator's touch to any furniture grouping. They are functional pieces that become interesting three dimensional "pictures"... the ideal setting for treasured possessions







a beauty treatment that adds character

Smart, modern, modular units designed for expandable corner use. Woven mat, split hamboo, and cord backings give a richness of decor to these contemporary designs.



KRUISSINK BROTHERS 3434 SO. LA SALLE ST. CHICAGO 16, ILLINOIS



# TOP YOUR TABLE

By GEORGE DANIELS

N one of the usual table top catastrophes can harm a laminated plastic surface—and you can apply the plastic yourself. It's a very hard resin sheet, polished on the top surface, slightly roughened on the underside for firm gluing. There's also a special cigarette-proof type having a thin layer of aluminum in it to disperse heat. You can buy the 1/16-inch-thick sheets in a variety of colors and sixes.

Prices start at about 65 cents a square foot for black, about 80 cents for the cigarette-proof grade. Colors and patterns run from about 90

cents to a dollar, slightly higher in cigarette-proof.

If you'd rather not do your own gluing, you can buy the material already glued to \( \frac{\psi}\_0 \)-inch plywood, priced at about \( \frac{\psi}\_0 \).65 to \( \frac{\psi}\_2 \) a square foot. A "backing sheet" is bonded to the back to minimize twist or distortion under extremely humid conditions. For living room tables you can get the sheeting with a thin veneer of impregnated wood on the surface. It's tough and durable, and doesn't look artificial because the wood is real. Edges may be trimmed with metal molding for kitchen use, or beveled and stained on such pieces as cocktail tables.

Some types are masked with paper to protect the finished surface. Leave the paper on for protection while you work the material. Another form of this plastic-covered material is used for walls and ceilings, in bathrooms and kitchens. It's bonded to hard board, costs from about \$1 to \$1.50 a square foot. Usually it can be applied directly over the old wall, with mastic. Most lumberyards carry some of these materials, and you may order other types from the yard's samples.



LAY THE SHEET OF laminated plastic on the floor with its back surface upward. Turn the table upside down on the sheet and outline the table top on the sheet in a soft pencil. Continue the pencil lines to edges of the sheet so that they can be duplicated on the other side. Sheets may be bought in 4 x B foot panels or common counter sizes



THIS IS THE WAY you cut laminated plastics like Micarta. You can use a regular crosscut saw, but you're less likely to chip edges if you use a fine-toothed pistol grip hacksaw like this ose. Saw from the shiny side, so any small chips will be underneath. You'll need a chinamarking crayon or pencil to mark lines on the glossy side. Don't trace the table top directly on the shiny side, but carry the lines over from the back, because the corners of the table may not be perfectly square. In that case, the plastic would not fit accurately when it is turned over

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AFTER THE SHEETING is cut to size, spread glue on the table top and on the underside of the sheeting. If the area is large, the easiest way to apply the glue is to pour it from a mixing bowl and spread it with a thin stick or old paint brush. Use any gap-filler type of glue, such as casein, animal glue, or resorcinol resin glue if the surface is apt to be subjected to repeated wetting, as on a kitchen drainboard





CLAMPING COMES NEXT. This is an easy way to do it with a minimum of clamps. Two-byfours on each side keep the edges down tight. Pieces of scrap hardwood flooring across the ends do the job there, and a long piece of wood bowed over block in the center allows end clamps to apply

pressure at center, as well as at ends. Tighten center clamps first, to avoid "blisters." Examine surface carefully before leaving it to harden so you can flatten any irregularities while glue is soft. If you haven't any clamps, use weights. Stubborn corners may require added weight. It's wise to set sheeting in place before gluing, try weights to be sure you have enough



WHEN GLUE HAS HARDENED, you're ready to trim the edges with a plane to prepare them for molding. Set the plane for a fine cut. In moldings you have a choice of wood, plastic or metal, the latter being available in most hardware stores. The sturdy, marproof surface of the top is just like the ones you've admired in fine restaurants and hotels



Your love of good coffee maintains a billion dollar coffee industry. You drink more, enjoy more, pay more for coffee than any people on earth. And that, as we see it, entitles you to the best! Coffee brewed by the Silex vacuum method has made better coffee for millions of Americans for over 20 years.

### **/ILEX** /ILEX **/ILEX** PILEX ILEX

#### And here's why The Silex Coffeemaker makes better coffee every time:

- Makes coffee in clean, taint-free glass . . . no after taste of old
- Saves you money—makes more coffee from less . . . is scientifically designed to extract the last ounce of flavor from every pound.
- Is easier to clean and keep clean . . . no scouring or boiling . . , it rinses clean of oils and residue.
- Coffee is uniformly good. Silex consistently makes the kind of coffee your family likes with less chance of human error. Research and experience for 20 years have been devoted to giving you the finest possible cup of America's favorite beverage.

#### Depend on FILGX to Give You The Best



The Steam Iron Lightest (only 2½ lbs.) longuest steaming, most easily handled Steam Iron. Dry and Steam com-bined. A Silex Iron soon pays for itself in pressing bills saved.

The Coffeemaker

and Corresponder
Wide choice of styles. Sturdy,
seesonsical. Makes more and
better coffee with less. Now in
color, too. Plastic covers, handles
and trim is sither gay cherry red
or daffodil yellow.

The Coffee Warmer

Candlelight keeps second cu inoffse but as the first. Nothin plug in. Beautifully designs crystal and shrume. Comes two dripless candles. Avaf with or without decanter.



The SILEX Company MARTPORD 2, CONNECTICUT

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# Filtronized coffee is better...not bitter!



FILTRON

COLD WATER COPPER EXTRACTOR

Ask any expert—coffee brewed or cooked in het or boiling water has a bither taste—and much of the good coffee flavor is lost in the aroma. The FILTRON operates on the principle of removing all the Coffee goodness from the grounds by the use of cold water.

Coffee flavor is kapt in—Coffee bitherness is kept out. 50, why not try this bome-tested, scientifically proved cold water war—TODA?!

#### Get more coffee from your favorite brand... and greater convenience, too.

Your FiLTRON turns a pound of your favorite brand of coffee into a pure, deliclous coffee extract—stored in your refrigerator it stays fresh and ready for instant use.

IT'S ECONOMICAL—Year FILTRON
serves up to 30 % on year coffee bill.
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IT'S CONVENIENT—Your FILTRON to used just ence for every pound of coffse—ne ports, pens or melkers to fool with end clean every time you want a cap. PILTRONIZED coffse is easy to eas in your fevorite recipee and it's the ideal ensure to large parties, midnight enecks or one cup limited for the present the contract of the present the present the contract of the present the present the contract of the present the

no dicits to set, no timers or gadgets to mess with. You always use one pound of your favorite coffee—one lawy of water and the result is a new coffee thrill.

IT'S AUTOMATIC—Your FILTRON gives you the same delicious coffee every time. There's no measuring,

IT MAKES A GRAND GIFT, TOO!

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See the FILTRON \$1950 Today!

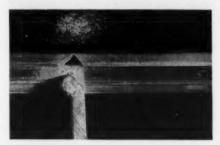
If it is not yet stocked by your local department or appliance store, write direct to—

1315 W. Fellerton Avenue, Chicago 14, III.



#### Top your table

[Continued from page 71]



HERE'S HOW you file the miter notches in the molding. Place molding on a flat surface. Be sure to use a square file, and mark carefully the location of the miter cut. Each notch takes about a minute to file



JOINTS IN MOLDING should be arranged along straight sections, not at corners where molding ends might snag clothing. Start by bending one corner. If the molding has a lip along it, get a square file to notch the lip is miter fashion for a sharp bend. Hold the first corner in place and mark the next one, proceeding around the table. Molding comes with evenly spaced holes already drilled and an ample supply of nails. Drive nails carefully in order not to dent the shiny molding



NOW YOU CAN be careless—safely. Knock over your Martini—and wipe it off. Break the glass or leave a lighted cigarette on the table. Your table top will be as good as new. It's ideal for bar tops, coffee tables, drainboards, or kitchen tables. Common stock sizes of the sheets are 4 x 8 foot panels, 30 x 60 inches, 36 x 72, 36 x 84—and a 24-inch width on special order. Colors never fade. The glossy surface is easier to keep clean, the satin surface is best suited to rough usage

### TIPS ON WINTER HOUSE PLANTS

Inless you are one of those few fortunates whose homes simulate climatic conditions exceptionally favorable for plants, you will find it practically impossible to have an indoor winter garden that will equal your outdoor summer one in variety of bloom, plant for plant. But if you are not so blessed, there is no reason for feeling that you are doomed to a plantless life from the time the heat is turned on in the fall until it is shut off again in the spring. You need merely to choose the right kinds of plants, then give them the best conditions your house has to offer.

Here are some extremely househardy plants which thrive under all but the most adverse indoor conditions.

For north windows. Flowering kinds: begonias, patience plant. African violet. Wandering Jew. For foliage effects: various ferns, pickaback plant, aglaonema, small-leaved ivies, philodendron.

For south scindoses. Flowering: begonias. flowering maple, lantana, heliotrope, house geraniums, kalanchoe, various small cacti, amaryllis, oxalis. Foliage: coleus varieties.

For east and west windows. Flowering: begonias, patience plant, Christmas cactus, house geraniums, African violet. Foliage: caladiums, ivies, many ferns, philodendron, pickaback plant.

On the whole it is better to keep your winter house plants in separate pois than to plant them in window boxes. In pots, they can be moved readily from one window to another if they look as though they need a change, and can be set in an empty tub for that weekly sprinkling of their leaves which is such a good general health measure for all except cacti and African violets.

All these plants need reasonably damp soil, of course, but that is a very different thing from virtually drowning them. Depending on indoor humidity, one or two waterings every week, each supplying as much as the soil can absorb, will be enough. One indication of the need for water is the light color of the surface soil, signaling its complete dryness. Another is the sound made when you tap the outside of the pot with your fingernail. If the sound is ringing, the soil is too dry; if it is dull, the plant is not really thirsty. Do not under any circumstances keep your plants standing in water all the time; remember that their roots must have air as well as moisture. Saucers under the pot afford excellent protection for furniture and window sills. but don't convert them into permanent reservoirs.

The best way to water indoor plants is to stand the pots for half an hour in a big pan so that the soil can soak up as much as it wants; when the soil becomes moist on top you'll know that the job has been thoroughly done. The next best way is to water from the top with a small watering can, taking care not to wear holes in the soil, yet sprinkling until water drips out of the opening in the bottom of the pot.

Give your plants a breath of fresh outdoor air as often as you can without subjecting them to serious chilling. Opening the window on warm, windless days is one way of doing this. Another is to set the plants outdoors for an hour or two around noon on those mild, damp days which occasionally come along even in midwinter.

NEW FOR 1952

CHERRY BY

Kindel

KINDEL Grand Rapids

Superb Kindel quality designed for casual living priced for "young" budgets



### for your budding beauty...



handi-panti' by alexis

\* REGISTERED atlanta, georgia



### MUSIC FOR LIVING

By DAVID RANDOLPH

CONCERTOS: MADE TO ORDER

With the advent of long-playing recordings, any record collection can now hoast of concertos of any "size, shape or color," according to individual taste. Whether you like to concentrate on the doings of a single violin or piano against the orchestra, or whether you prefer the fuller sounds of a small group of instruments contrasted with the orchestra—in the manner of the old concerto grosso—you are likely to find something to your taste in the latest releases.

Honegger: Concertino for Piano and Orchestra. Back in 1924, in the year in which Gershwin wrote his Rhapsody in Blue, the young Swiss composer Arthur Honegger, along with so many other European composers of his generation, found himself lured by the attractions of American jazz. The results show up in this pleasant Concertino, whose name derives from the fact that it in, somewhat shorter than the usual full-length concer-

to. Oscar Levant, who has a natural feeling for this kind of music, is ably assisted in this technically excellent Columbia recording by Fritz Reiner and the Columbia Symphony Orchestra. sole

For full measure, Columbia has included on the other side fine performances by Eugene Ormandy and the Philadelphia Orchestra of Debuasy's sensuous Prelude to the Afternoon of a Fann and Paul Dukas' delightful scherzo, The Sorcere's Apprentice.

Beethoven: Concerto for Violin and Orchestra in D Major, Opus 61. Zino Francescatti, violinist, Philadelphia Orchestra, directed by Eugene Ormandy (Columbia LP). This, the work justly considered by many to be the "king" of all violin concertos, has been transferred to disca by Columbia's centioners with a fidelity nothing short of breath-taking. Ironically, the very technical excellence of the recording serves to reveal

y 1952

some rather surprising imperfections in the performance of the soloist—enough, in fact, to raise a few eyebrows, considering the high quality of playing that we have come to expect from him.

In the classic simplicity and poise of the solo part of this concerto. Beethoven has created a severe test for all violinists. It occurs to me that two other top-flight fiddlers, Joseph Szigeti and Fritz Kreisler, reveal in their recordings of this work the same thin wiry tone, the same off-pitch playing, and the same tendency to "reach" for notes as does Mr. Francescatti. Must we inevitably fall back upon Heifetz?

Vivaldi: Two Concertos for Viola D'amore and Strings. If it's an unusual tonal sensation you're after, may I suggest you try this excellent London recording by Renzo Sabatini, with the London Chamber Orchestra under Anthony Bernard. The viola d'amore, so named for its soft, ingratiating tone, is the now obsolete stringed instrument that flourished some four centuries ago. In German it was called liebesgeige, literally, love fiddle." It is a member of the family of viols, the predecessors of our modern violins. This particular model is distinguished by having seven strings-instead of the usual four strings-and as if that wasn't enough, there is a duplicate of each string under the fingerboard! The "double" produces a sympathetic ring when the original is played upon, giving the instrument its unusual tone quality. (Some wag once remarked that whenever the viola d'amore is to be used in an evening concert the player has to get to the theater around noon to start tuning his fourteen strings!) As for the music itself; the slow movement of each concerto may bring tears to your eyes, if you're built like me-I don't tear easily.

Poulenc: Concerto in D Minor for Two Pianos and Orchestra, Arthur Whittemore and Jack Lowe, with RCA Victor Symphony Orchestra, conducted by Dimitri Mitropoulos. Few composers can outdo this modern Frenchman when it comes to writing music with a light, sophisticated touch, All his traits seem to be rolled into one in this delightful work, which contains everything from a touching slow movement à la Mozart, to a couple of Paris music hall melodies, some typical "cowboy and Indian" music, and even a few imitations of a Balinese orchestra! (Incidentally, although the written blurb accompanying the record fails to mention it at all, the Balinese touch was intentional, according to the answer I received when I asked the composer about it.)

Both the performance and the recording do justice to the wit and urhanity of the music. The reverse side contains Brahms' famous Variations on a Theme by Haydn, not in the familiar orchestral form, but in Brahms' own version for two pianos.

Martinu: Concerto for String Quartet and Orchestra. Adopting a practice favored by Bach and Handel, the modern Czech composer Bohuslav Martinu has used the idea of the concerto grosso, in which the place usually given to a single soloist is allotted to a small group of instruments. The sounds resulting from the contrast between the quartet and the full orchestra are quite unusual, and Westminster has captured them well in the spirited performance by the Vienna Konzerthaus Quartet and Vienna State Opera Orchestra, under Henry Swoboda.

The reverse side contains two other works for string orchestra —a Serenade and a Partita, both done in a bright, listenable and modern style.



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### WITH DRILL IN HAND

By GEORGE DANIELS

Chimneys, baseboards or mudbanks—there's practically nothing in your house or on its grounds big or tough enough to resist the insistent bite of the right drill. But regardless of the size of a particular problem, your speed and efficiency will be stepped up if you are correctly equipped to tackle it. There's a type of drill designed especially to cope with boring a hole in almost anything you can name. Your local hardware dealer has most of them in stock or will order those you need for the more difficult assignments. Naturally the cost will vary with the size and function of the drill you select, in a price classification ranging anywhere from under a dollar to ten times that amount. (Power drills will, of course, help you do a faster job, are available at proportionately increased cost.) The majority of the drills are marketed in hand-tool types like those shown in the photograph below.



MOST OF THE HOUSEHOLD CHORES you will have to do can be taken care of with the six tools pictured above. In order of their appearance from top to bottom they are: the bit brace, hand or crank drill, awl, burring reamer, center punch, and countersink. The bit brace, equipped with an auger bit (as shown), is a crank-like tool used mainly for drilling holes in wood. It also may be fitted with special bits for use on metals, masonry, or glass. The hand or crank drill with its twist-bits bores small holes in wood. mand or crain furth in traction love shall tories in wood-metal or plastic. Many types have hollow bandles which hold extra bits in a variety of sizes. The awl, which looks like an ice pick (although songe resemble small screw drivers) is handy for the sim-pler jobs of punching holes in thin metals, or for making shallow starting spots for brads too small to hold with the fingers or to drive in with a hammer. The burring or pipe reamer, shaped something like a flute arrowhead, fits into the bit brace. Designed specifically to remove the burr of metal left at the end of a piece of pipe after it has been cut, the reamer doubles as a tool for enlarging existing holes in metal or other materials when the correct drill bit size is lacking. Next, the center punch, a tapered, sturdy little instrument, makes the small dent in metal necessary for starting a drill without skidding. The countersink, used in the bit brace, forms the conical recess at the surface of a screw-hole so that head of flathead-screw will be flush with surface of the material -

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1952

BEFORE YOU START drilling a hole in metal, mark with a soft pencil the epot where you wish to make a hole. Place point of center punch on the mark and tap it with a hammer to make a guiding dent for drill to follow



START TWIST-DRILL BIT of the crank drill in dent, then push up and down on handle until the hole is bored through. Put your power into downward stroke only. If you push too hard as the crank travels across top of its turn the tool will wobble and may be bent



TAND SOMETHING uare on work when you re boring a hole through bod, such as a box like is. Line up shaft of the t and brace with a corre of the object and the will be straight



AVOID SPLITTING the surface of the wood by backing bit out just before it goes all the way through. Turn the piece of wood over and hore in from other side of hole to finish it off evenly



CREW HEADS can be countersunk flush th surface of wood or metal (right) or bex it (left) so filler can be applied over sm. Type of work determines technique



TURN THE PIPE reamer with the bit brace like a regular drill bit. The rea

lar drill bit. The reamer will work in wood, metal, or plastic and may be used to enlarge holes for special fittings or to remove burrs from those already drilled



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ece of enlarget drill little tarting brace, to that eaterial



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> The Hagger Pateries, INC. DUNDEE, ILLINOIS - MACOMB, ILLINOIS 9 1952. The Haeger Potteries, Inc

This is a Mersman Table, with lady and gentleman's chairs by the Victorian Farniture Corp, and whatnot from Grant Art Galleries. Royal Haeger Lamp, 5483; leaf server, R918; dog, R735; begging pupp, R779; ash tray, R230; on the uslashod, candelbabra, 3648; beyen of plenty was, R709; bout, 3629; genes

SALLY POTTER says: "You can make old treasures look brand spanking new."

MY "OCCASIONAL ARRANGEMENT."



answer...your walnut treasure might be buried under layers of paint...languishing unseen in Do you have an "occasional" chair or two? Think twice before you ment" in your home. You'll find it so wonderfully flexible. Uncle John's barn or in your own attic. But, find them or buy them, do make an "Occasional Arrange-

living room uncluttered. So part of the time my table and its beautiful lamp time with the less time and the wall and a chair close by; the other chair add a grace and beauty near the mannel. That's fartishing/ Occa. LOOK AT IT TWO WAYS. Like you, I want my tional chairs just slide anywhere,

FOR HOUSE GUESTS IT'S THIS WAY. Family or close

friends, you want stay-overnight ship. So, our comes the table . . . whisk goes a chair close by each side, and an "occasional arrangeguests to feel your warm friend

I've used Haeger Ceramics to give my "Occasional Arrangement" its brand spanking new look. And doesn't it look usable and inviting-doesn't it NOW THE CHARMING "DIFFERENCE." Chairs, tables, rugs, walls haven't much soul until you "you"-the important personal touch you create with year choice of decorative pieces. As you see, make a difference?



Do browse through the Haeger Ceramics in a store near year. Ran year hand over these wondrous

glazes. Foast your eyes on the colors and color-blendings that are to characteristic of Haeger. ment" in mind, look for your design of Reyal Haeger Lamp. It will be there. Look at candelabra, graciosas "borns," for fruit or flowers, planters, more beautiful fulls for Grandine ever had, Loub for beauty, mindful buth of potato chips and blossoms, and ask treys to beastiful that you forget they're cleverly designed to prevent burns. With your "Occasional Arrange-

great name in American Ceramics.



A have a special set of the set o

### ADVENTURE IN LEFTOVERS

By L. A. HOVELL

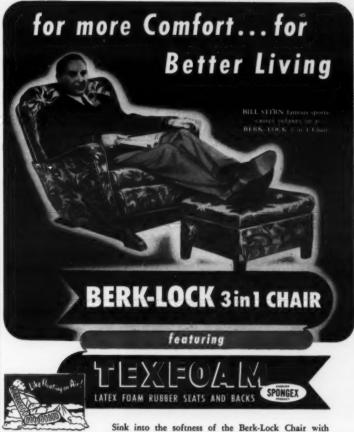
Anyone can make a meal if they have an unlimited supply of money, but it takes a cook to make an appetizing meal from leftovers. Although we once lived ten miles from the nearest town, with no corner grocery store to run to for last-minute supplies, my husband never hesitated to bring home an unexpected quest for dinner.

My meat (leftover, of course) pies were famous. Cat up the chicken or roast with tiny whole onions, cubed potatoes and carrots. celery and parsley, plenty of seasonings, all the pot liquor or gray available, and water sufficient to cover. Simmer for an hour, divide into individual casseroles. Top with a thin biscuit crust—pricked with a fork to let the steam escape—and bake at 450°F. until brown.

A few slices of cubed stale white or raisin bread make a delicious pudding. To a package of vanilla pudding, add three instead of two cups of milk; then beat an egg into it. Cook. Add the cubed bread, half a cup of raisins, a generous sprinkling of nutmeg and cinnamon. Stir, pour into a quart-and-a-half serving bowl, sprinkle lightly with sugar te keep skin from forming. Serve warm or cold, with or without cream or fruit.

Leftover mashed potatoes can make melt-in-the-mouth potato cakes. Use one beaten egg, three chopped scallions with tops, a teaspoon of parsley, some salt, peper, and nutureg to every cup and a half of mashed potatoes. Beat together thoroughly, form into cakes, and sprinkle with dry bread crumbs. Brown quickly on both sides in hot oil or bacon drippings.

If your refrigerator is empty, but your pantry shelf well stocked, you can make a thermidor of canned shrimp or lobster for last-minute guests. It's a rich, well-scasoned white sauce, fortified with sherry and a beaten egg yolk, then combined with the lobster or shrimp in a buttered pie plate, and simmered in a hot oven for fifteen minutes.









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### MENUS FOR TWO

NICKY QUATTROCIOCCHI

#### SATURDAY LUNCHEON

Eggs and Zucchini: Cut two squashes in very small dice, and place in a frying pan or small casserole. Add half a small onion. chopped very fine, and two tablespoons of butter. Cook for twenty minutes, or until tender. Then add a pinch of pepper and 1/4 teaspoon of salt. With the flame still on, break three eggs into the pan, and mix with a spoon. Continue to mix until the eggs harden, which is your signal that it's time to serve.

For dessert, serve caramel custard or, if you insist on cooking. fry a few small-sized apple fritters.

#### SATURDAY SUPPER

Calf's Liver à la Veneziana: Cut 34 of a pound of calf's liver into thin sections, three inches long and 1/2 inch thick. Slice one small onion, and fry it in olive oil until it is golden brown. Dip the liver in flour, and place in a frying pan over a high flame. Ten minutes will be long enough if you like it rare, fifteen minutes if you prefer it well done.

Serve with a water-cress salad and French dressing. For dessert, slice a few rings of pineapple, and sprinkle with a few pinches of sugar. Add a soupcon of brandy.

#### SUNDAY BREAKFAST

Baked grapefruit: Simply slice the grapefruit in two, sprinkle with a little sugar and put it under a hot fire in the oven until it is deliciously brown.

Stuffed eggs: First, slice hardboiled eggs in half and remove yolks. Combine yolks with chopped sautéed chicken livers. Serve with plain toast or biscuits. For a variation, combine yolks with finely ground chicken, and serve with cinnamon toast.







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\*Reg. U.S. Pat. Of.



### Homemaking in the Windy City today and in the last century

hundred years ago, Chicago was a lusty and expansive town dustrial empires. The 1850s saw the birth of far-reaching enterprises like the Illinois Central Railroad, Marshall Field & Company, and Northwestern University. The young women of Chicago were just as busy at home, putting down solid roots of family living.

The foundations built by the hard work at the intervening generations in good stead. Today, Chicago is one of the cultural and industrial centers of the country. There is still the tremendous enthusiasm for building and living that makes Chicago one of the most stimulating cities in the world. That's why when you ask, any Chicagoan will tell you he'd rather live there than any city in the world.

Joe and Charlotte Collins have lived in

Chicago all their lives, as did four generations of Charlotte's family before them. After living in an apartment the first two years of their marriage, they bought the hundred-year-old house where Charlotte's greatgrandparents lived and reared their family of nine children. Sentiment more than sense prompted them to buy the old

structure with the idea of making it into four apartments, one of which would be their own.

The old house, like so many of its time, had doors and windows placed at whim, and long halls winding between rooms like string dropped on the floor plan. Over the years, fireplaces gave way to radiators, usually put in the most conspicuous places. When partition walls were removed, some happy plasterer continued the molding with little regard for what had gone before.

Like the house itself, decoration followed the taste of each succeeding generation. Many of the original pieces were handed down to various children and grandchildren.



DARK TRIM, BLACK HORSEHAIR MADE A PARLOR FORMAL

Charlotte has brought back her share—an old sofa, a few chairs and some bric-a-brac that belonged to her grandparents.

Before the Collinses got into the work of decorating their own apartment. LFYH went about setting up rooms as they might have been in past generations. With old pieces from far-flung members of the family, documentaries of others, and with Charlotte's old things, the library-living room, dining room, and bedroom were given the flavor and charming clutter of the past. To rooms that have felt the living of a hundred years, Joe and Charlotte Collins have given a new dress and a bright beginning for another century of enthusiastic homemaking.



STEREOSCOPE, ON THE OTTOMAN, WAS THE TELEVISION OF ITS DAY



an ac

FAMILY TABLE WAS SCENE OF SIX-COURSE MEALS



100-YEAR-OLD BED CAME WITH FIRST HOMEMAKER



Serenity, the keynote of Charlotte and Joe's living room, is a far ery from grandmother's cluttered parlor. The fussy woodwork and unaccountable architectural features which remain have been dramatized by the Collins' color scheme of warm charcoal, white, and gold. Old shutters which had been nailed into window casements for years were restored and framed by draperies of Charles Bloom's white and gold toile. The old chair was slip-covered in the same toile, quilted. The horsehair sofa is newly upholstered in D. N. and E. Walter's Flax-scarce fabric. An old dining table is now a game table with new chairs (Victorian Furniture). Joe and Charlotte built in a cabinet, bookshelves, and did all the painting themselves, not an easy job on old walls. Beautiful documentaries of print fabrics in the old pictures are by Mead and Montague. Cotton rugs are by Needletuft. All paints, Nu-Hue. The mahogany tables, the pair of gold velvet lounge chairs, all fabrics, rugs, accessories at Marshall Field & Company.

# CHICAGO OLD & NEW CONTINUED



See Your Guide to This Issue for further information

BUILT-IN BREAKFRONT WHICH DOMINATED THE OLD ROOM BECOMES LESS OBTRUSYEE WHEN PAINTED THE SAME COLOR AS THE WALL. MATCHING LOUNCE CHAIRS IN GOLD YELVEY (MICHIGAN BEATHT CO.) HAVE LOW, TRIM LINES AND GIVE A COLOR ACCENT TO THE ROOM, HERMAN LEATHER-TOPPED DRUM TABLE AND COCKTAIL TABLE HARMONIZE WITH THE TRADITIONAL BACKGROUND. THE FINE OLD FAMILY PORTRAIT HAS KEPT ITS RIGHTFUL PLACE OVER THE MANTEL THROUGH SUCCESSIVE GENERATIONS

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## CHICAGO OLD & NEW CONTINUES

OLD-FASHIONED TABLE SETTING (left) UNES MANY OF CHARLOTTE'S HEIRLOOMS. OTHER PIECES INCLI DE WEDGWOOD Crimson Bramble Plates, Ruby CobLATS BY TIFFIN, Grand Colonial
HTERLING BY WALLACE, MODERN SETTING (below) IS DESIGNED TO 
RETNOTE THE BLACK, WHITE AND 
BLUE ROOM. AQUA AND GRAY 
METLOX Poppytrail DINNERWARE, 
LOWLE Craftsman FLATWARE AND 
BRYCS CERULEAN BLUE COBLETS 
MAKE WELL SET OFF ON FINE HANDWOYEN MATS FROM MATOUK





IN COMPLETE CONTRAST TO THE OLD DINING ROOM, JOE AND CHAR-LOTTE WANTED TO GIVE AN OUTDOOR ATMOSPHERE TO THIS INSIDE ROOM WHICH HAS LITTLE LIGHT. DENIM DRAPERIES, WHITE WALLS, CERULEAN BLUE CELLING, AND BLACK IRON TABLE AND CHAIRS BY SALTERINI ACCOMPLISHED THIS. Flor-Ever TILES HAVE BEEN LAID IN QUADRUPLE NINE-INCH BLACK AND WHITE SQUARES, SOFA BED (SIM-MONS), FOR OVERNIGHT GUESTS, IS COVERED IN CHARCOAL DENIM, BY ERWIN. SQUARE BOLSTERS ARE IN BLACK AND WHITE STRIPED DENIM. SEE YOUR Guide to This Issue FOR FURTHER INFORMATION

# CHICAGO OLD & NEW CONTINUED



TOWN LEGISLAND



LONG, NARROW HALL, FAMILIAR TO MANY OLD HOUSES, WAS DECORATED TO WIDEN AND LIGHTEN IT. JOE LAID FLOOR WITH ALTERNATING MARBELIZED BLACK AND WHITE Flor-Ever TILES, GRAY AND WHITE GRILLE WALL-PAPER WAS USED ON TWO SECTIONS OF THE AWKWARD WALLS. STORAGE SECTION (left) WAS PAINTED GRAY TO MATCH BACKGROUND OF THE PAPER; OTHER SECTION (UNSEEN) IS IN A PLAIN PAPER OF THE SAME GRAY. CRILING AND FLOOR RELATE TO ADJOINING DINING ROOM





NEW AND COMFORTABLE BEDROOM REFLECTS THE DECORATION OF THE ORIGINAL ROOM. TESTER BED, NIGHT TABLE,
AND CHEST ARE KLING REPRODUCTIONS. FRINCE ON TESTER
AND DRAFREIES GIVES NEW-FASHIONED CHARM (ALL FROM
CONSOLIDATED TRIMMING). SHUTTERS, BY HEINLEY MASTERCRAFT PRODUCTS, ARE EASILY ADJUSTED TO CONTROL LIGHT
FROM HIGH, NARROW WINDOWS. NOTE OLD AND NEW HEATING: UNSIGNITY, OLD RADIATORS HAVE BEEN REPLACED BY
Glassheef Panels BY CONTINENTAL RADIANT CLASS HEATING





# CHICAGO OLD &



HARDLY FOR YOUNG HOMEMAKERS, THE PALMER MANSION COST OVER \$1,000,000



ROOMS WERE CROWDED WITH MUSEUM PIECES



MANY APARTMENTS WOULD FIT INTO THIS BALLROOM

The continuous filament of the lives of peo- | now live 740 families. Many of these are ple and institutions has a way of emerging into a pattern that often documents an era. When the huge Potter Palmer mansion, long a Chicago landmark, was reduced to dusty piles of stone and mortar to make way for a twenty-two-story apartment building, the demolition marked the transition from a past way of life to living today.

At 1350 Lake Shore Drive where the Palmers dwelled in lavish surroundings,

young couples whose most pretentious plans are for an extra room or a home in the country some day. Such a young couple is Eve and Charles McArthur who, perhaps without realizing it, have been witness to

history repeating itself, on a different scale.

The McArthurs' two-and-a-half-room apartment is furnished in simple taste and style. Their furniture, rugs and accessories are the products of skillful design and manufacture, produced on a scale that places them within the reach of many. Eve and Charles, on a modest budget, have benefited from the knowledge of decoration experts. Their help in home planning came from the same store that had assembled furnishings from the four corners of the world to decorate Potter Palmer's "Castle on the Drive." Paradoxically, it was the store that Potter Palmer himself had founded, just one hundred years ago-Marshall Field & Company. NEW

One famous old mansion gave way to make

740 new homes

THE CHANGE IN LIVING AT 1350 LAKE SHORE DRIVE TYPIFIES OUR ERA



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## CHICAGO OLD & NEW

CONTINUED

Two important possessions, a grand piano and their dog, Kim, had kept Eve and Charles McArthur searching out new living quarters for more than a year. Therefore, their visit to the model apartment at 1350 Lake Shore Drive—and they claim to be the first to view it—was from necessity rather than curiosity. The apartment they found has all the comforts of a real home. Good planning of space and selection of furniture have given ample room for the entertaining they enjoy and even a place for overnight guests. Soon, there will be an addition to the family and their home has been carefully planned for that big event, too.



CHARLES, IN THE ADVERTISING BUSI-NESS, 18 ALSO A TALENTED MUSICIAN

VING-DINING ROOM HAS
LUE-GRAY WALLS, GRAY
NAW CURTAINS AND AN
ALL RUG HRAIDED IN CINAMON LINEN. WINNOW
NES PINE VIEW OF THE
AKE. SOFA, COVERED IN
LOO BED FOR GUESTS,
HARLES BOULGHT THE
BAND PIANO UNFINISHED
XCEPT FOR BLACK
AINTED LECS, AND HE
NISHED THE REATT
THE NATURAL WOOD



VIEW TOWARD ENTRANCE AND KITCHEN SHOWS SOLID ASH DINING TABLE AND CHAIRS WITH WHITE PLASTIC SEATS AND TUBLIAR PLASTIC BACKS. WHITE ACCENT IS PICKED UP IN TABLE SETTING WITH LUSTBOUS WHITE CHINA. CHARLES PAPERD THE HALL HIMSELF WITH A DIMENSIONAL DESIGN TO MAKE IT LOOK LARGER. FLEXIBLE BOOR ACROSS ENTRY CIVES GUESTS PRIVACY



NAMES WAS

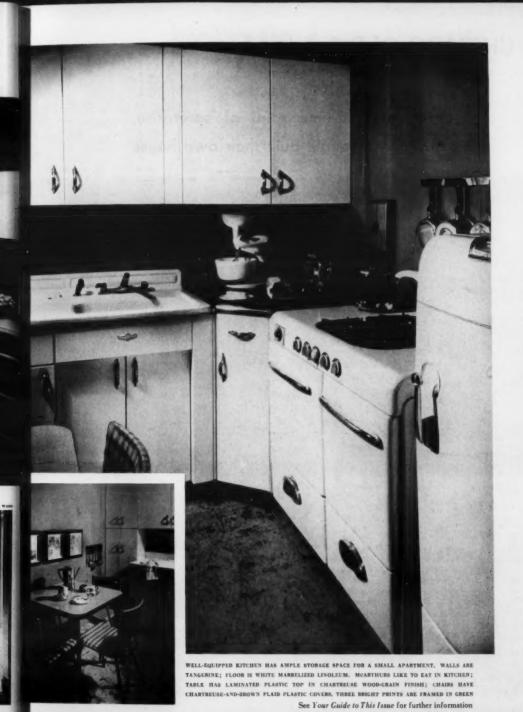
# CHICAGO OLD & NEW CONTINUED





TELEVISION BEDROOM IS WHERE EVE RELAXES AND READS WHILE CHARLES PRACTICES ON THE PIANO. THEY DECIDED TO FOREGO HEAD-ARE BRIGHT YELLOW, ONE CHAR-COAL, EVE COVERED BOLSTERS IN BLACK, WHITE AND YELLOW PLAID, THROW PILLOWS IN TERRA COTTA AND DARK GREEN, BEDSPREADS BLEND WITH YELLOW WALLS; CUR-TAINS ARE DULL YELLOW; RUG IS DEEP BEIGE. CHARLES PAPERED THE LOW TABLE AND PAINTED ALCOVE (UNSEEN) GUN METAL. WHEN THE FAMILY GROWS, TELEVISION WILL MAKE WAY FOR THE BASSINET. BATH-ROOM IS SMALL AND COMPACT





### CHICAGO OLD & NEW CONTINUE

With the old-time spirit of enterprise, this young couple built their own house

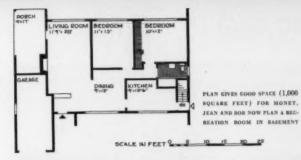


House is red brick and pale green player with white trim. Rob used only the best materials, got four rooms for \$9,500

Like many young couples, Jean and Bob Gasper made their home first in an apartment and then later with Bob's family. When it came to thinking of a house of their
own, they decided to build it themselves. After talking over plans with an architect,
they bought a lot (60' x 230' next to the Hinsdale golf course) for \$1,400 and set to
work. The next fifteen months were backbreaking labor. Bob and Jean actually built
the complete house, doing everything except the plumbing. And they did it on week
ends and evenings, because both continued their regular jobs during the day. Though
the Gaspers are moved in and look well settled, they are far from done, according to
Bob. When he rests up, he intends to finish a side porch. Then he will get to work on
a brick terrace with an outdoor barbecue, as well as build a laundry and a workshop.

BOB PUTS FINISHING TOUCHES ON THE FRONT PENCE, GASPERS LANDSCAPED IN SPARE TIME

wo







GASPERS' IDEA OF AN ENJOY-ABLE LIVING ROOM IS ONE WITH COMFORTABLE CHAIRS AND CON-VENIENT TABLES SO GUESTS WON'T HAVE TO WALK ACROSS THE ROOM TO PUT DOWN A GLASS OR FLICK AN ASH, DECORATION THROUGHOUT BY MARSHALL FIELD'S HOME PLANNING BUREAU



See Your Guide to This Issue for further information

## CHICAGO OLD & NEW

CONTINUED



COLOR SCHEME IN MASTER BEDROOM: BITTERSWEET WALLS AND BED-SPREAD, GRAY COTTON BUGS AND INEXPENSIVE GRAY PLASTIC HEADBOARD. WHITE LAMPS AND NIGHTSTANDS, PAINTED BLACK, ARE THE ACCENTS. THE GASPERS BOUGHT MATCHING CHESTS, USED SMALLER ONE IN DINING AREA



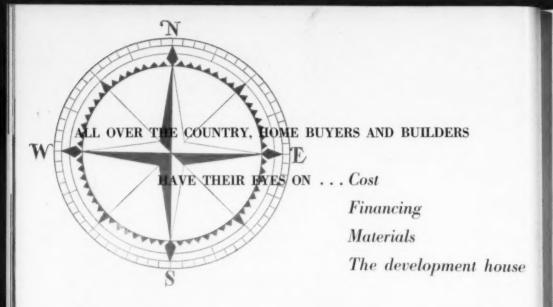
CASPERS HAVE A TRIPLE-PURPOSE DEN-GUEST-TELEVISION ROOM. DAYBED IN CRAY-BROWN TEXTURED FABRIC BLENDS INTO COCOA WALLS. THEY USE TEACABT FOR ENTERTAINING, CALL IT THEIR PORTABLE DINING ROOM See Your Guide to This Issue for further information





BOB DESIGNED KITCHEN PAST, PLEASANY WORK.
BUILT CHEERY BREAKIT BAR IN FRONT OF LARGE W DOW, COVERED IT IN MELAMINATED PLASTIC COUNTER TOPS. PATTER WALLPAPER AND BEIR CURTAINS MAKE THIS KIT EN SEEM MORE LIKE PART LIVING AREA OF THE HOUBOB LEFT SMALL NOOK.





### BUYING OR BUILDING THIS YEAR— HERE'S WHAT YOU FACE

By THOMAS P. COOGAN

To buy or not to buy... to build or not to build. That is the question with scores of young couples I've talked with lately. Many are newly-married couples and naturally their first thought is of a place to live. Others are simply unhappy with their present housing: they want a home of their own to escape the landlord; they need a larger home because their family has grown; they aspire to a better home because their circumstances have improved. These and other reasons move thousands of young couples to dream and plan for a new house.

At the same time my young friends are bewildered by what they hear and read about new home building. They are aware that certain materials used in home building are scarce because they are needed for the defense program. They know that inflation has hit home prices just as it has everything they wear and eat. They are told that home financing has been difficult because something happened last year in the mortgage market. They don't want to make such a large investment—often the largest single one they'll ever make—and get an inferior house which costs more than they can afford. If I could, I'd like nothing more than to sit down with each bewildered family and help them make up their minds about whether or not to buy or build, because it is really an individual problem. But since that is impossible, the next best thing is to examine here and now the most important trends in today's home market, in the hope that it will prove a valuable guide to a solution of the individual problem.

First of all, let's try to visualize the kind of house the young American family wants and needs. This isn't easy, since requirements and tastes vary with each family, and rightly so. After all, homes

should be characteristic of the mode of living of the people who live in them. For this reason I can't tell you what kind of a home you should have, but I can tell you about the average house which American families bought in greatest number last year. It will help you decide if you want more or less house, and give you an idea how much you might have to pay for it.

The average house built last year is a single, one-story frame house with 1,000 square feet of living area. It is contemporary in design, with five rooms and no basement. It is a small house, but it is song and warm with plenty of light and safe play space for the children. It has serviceable wiring and plumbing equipment, and is heated with a forced warm-air furnace. Exterior walls are wood siding; interior walls are plastered; the roof is asphalt shingles. It has a one-car garage, screens and maybe a window hox or two. Situated on a lot with 60 feet frontage, it is convenient to schools, churches, shopping centers, and public transportation. Valued at \$8,286, this average property bears a mortgage of \$7,100. Monthly payments for principal, interest, insurance, and taxes amount to \$54 for a period of 24 years. The cost of the house is a reasonable proportion of the owner's effective monthly income, which is between \$300 and \$350, and payments on principal amount to enforced savings.

COSI—How much will the average or typical home which I have just described cost this year? In considering this all-important question, we must bear in mind that residential construction is subject to the same economic forces that affect the price of any goods we buy. Changes made in basic costs inevitably are reflected in the purchase price of new homes. A few months ago the Wage Stabilization Board predicted a 5 to 10 per cent increase in the cost of building materials and labor, based on the likelihood of a general increase in wage rates. Freight rates were raised last year, you remember. So it seems very likely that the cost of new homes will be higher this year. With a price advance in the making, some home buyers may be quick to purchase homes now on the market. Whether they buy now or later, the cost of their new homes will be high or low only in relation to their ability to pay for them. And incomes generally have increased more rapidly than housing costs.

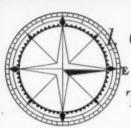
Also on the bright side, you'll get more for your money this year than ever before. This year's homes will give more comfort, convenience, and livability than those built in previous years. I feel safe in saying that, because competition is working in favor of the home buyer, and unusual progress is being made in the design and construction of small homes. In the case of the more expensive, individually-designed homes, custom builders are capable of great resourcefulness in keeping costs at a minimum, consistent with the requirements of owners and their architects. However, there is still

i

room for a lot of improvement. Some elements within the homebuilding industry have been slow to take advantage of the technological advances which have benefited the industry as a whole.

Financing-Here's where major difficulties are often encountered. That's because the house is part of the security behind a mortgage and must conform to what is called the "mortgage pattern." If you were to build a home tomorrow which required financing, it would have to meet certain prescribed standards of the lender. If the mortgage were to be insured by the Federal Housing Administration or guaranteed by the Veterans Administration, it would have to meet their standards as well. Intended primarily to help home buyers who need relatively liberal mortgage credit, these agencies have profoundly affected the kind of house which can be built. Their minimum standards have been progressively improved. and they are often a stabilizing factor under rapidly changing conditions. Of greater interest this year to prospective home buyers is the influence of mortgage lenders and these government agencies on the amount of money made available for home financing. Something did happen in the mortgage market last year, the effects of which are now being corrected. It goes back to the efforts of the government to control inflation. First came the restrictions on new home financing which I will refer to later. The activities of the Federal National Mortgage Association, a government agency which handles home loans insured by the Federal Housing Administration and the Veterans Administration, were curtailed. Later, the Treasury Department and the Federal Reserve Board agreed to increase the interest rate on long-term government bonds, and government support of the bond market was withdrawn. Lending institutions which had made sizable commitments on construction loans suddenly found it unprofitable for them to sell government bonds and obtain cash to satisfy these loans. When the largest of the lenders cut off future credit for home construction, the operations of home builders were effectively slowed down.

The net effects of the anti-inflation measures were two: to reduce the demand for new housing by making it impossible for many home buyers to purchase on credit; and to limit the supply of new homes by making it difficult for builders to finance their projects. On the whole, my feeling is that these results were beneficial to the economy of the country at the time. A period of readjustment was called for. It is true that hardships were experienced while the mortgage drought was most severe; but corrective influences became apparent in due course. Government bond prices gradually improved, making them less attractive investments for lending institutions as compared with mortgages. Best of all, the people were in a mood to save their mooney, and accumulated savings in banks and insurance companies put them in a [Continued on page 133]



Cost...

# THERE ARE WAYS TO CRACK THIS TOUGH NUT



A SWITCH from traditional modern gave Swingles the house they needed at their pa



FRONT ENTRANCE, though not quite finished, looked so inviting to Hugh and Joan that they moved in anyway and unpacked many of their wedding presents for the first time. Walls made second important saving. They are double, with four-inch cinder block inside (six-inch for bearing walls) and brick outside, painted white. Kitchen is handy to laundry in garage (left). Terrace in center is for dining

### An inexpensive floor and other money-saving features cut costs to \$6.80 a square foot

A building cost of \$6.80 a square foot in an area where similar construction runs \$11-\$13 is news anywhere. In Johnson City, Tennessee, it's cause for great rejoicing with Dr. Hugh Swingle and his wife Joan, for, otherwise, they couldn't have the room they wanted. Hugh is from Tennessee and Joan from Virginia and they had always wanted a Southern Colonial home. But they also wanted extras like a den, a guest room, and separate bedrooms for Hugh, Jr. and Diane—some 3,000 square feet of house, including garage. When it came to drawing up plans, they found they had to compromise either on size or style. Joan's father helped them decide. An enthusiast for modern building, he told them about a method of floor construction that could be used for a modern house that would cut costs considerably. Briefly, the method calls for a two-inch reinforced concrete slab, raised above the ground and supported by four-inch concrete columns,

six-foot on center in each direction and three-foot on center under partition walls. A temporary wood grid supports paper-backed steel mesh while slab is poured and hardens. Then grid is removed. The columns, made by pouring concrete into paper cylinders, go well underground and have mushroom-type footings. Load tests have proved that this type of floor supports 568 pounds a square foot before failure as against the 40 pounds required. Plans were drawn up for a modern house with many other cost-saving details. The contractor had never attempted this type of construction, but gave an estimate which was accepted. Joan's father held that it could be built even more economically, so by agreement, an account was kept of all construction costs to determine if actual price went below the estimate. As it turned out, it did and the contractor thinks he might even beat this price on another house. So far the Swingles don't miss the Colonial home they once wanted.

[Continued on the next page]





THE PLAN is striking proof of the great space this house gives for the money. Note the easy access to sleeping and eating areas



TWO VIEWS OF DEN reveal the simplicity of interior details. To carry practicality further, the parents planned a house where children could play freely, so except for a few upholstered pieces, they chose all plastic furniture (Virginia House by Lincoln Industries). Desk and table are in blond mahogany, wood-grain plastic finish. Small chairs are plastic



[Continued on the next page]



COS

COCreu

COC treu ing chai Pan plas Not livin trice each bar Two or a is li-



COCOA BROWN WALLS are the backdrop for chartreuse and gray accents in the living-dining area. Dining (left) has blond mahogany plastic furniture with chair covering same design as table top (in durable Panelyte). Twin buffets, one with hutch top, are in same plastic, also partitioning planting box (foreground). Note Heatilator unit in open fireplace on west wall of living room. House has radiant ceiling heating, an electrical system which allows individual heat-control for each room. South wall of living room (below) has barrel-back chairs in hairline faille, dull-finish plastic. Two plastic tables, half-round, can be used separately or as one big table. Curtains are Orlon. Kitchen (above) is in turquoise and white. Swingles think it could have been smaller by two feet, and still given ample space





#### BUILDING DATA

CONTRACTOR: GASTEIGER CONSTRUCTION COMPANY

FOUNDATION: concrete footings and columns

cinder block wall faced with common brick

STRUCTURE: 2" concrete slab

Steeltex wire reinforcement Pittsburgh Steel Products Co.

EXTERIOR:

Walls: cinder block cavity wall faced with brick, painted

Roof: 2 x 10 joints, 1 x 5 T. G. sheathing built-up roofing

INTERIOR:

Walls: plaster Zonolite used in brown

Fiberglas insulation

Ceilings:

plaster electric radiant heat rockwool insulation

Plumbing fixtures

Windows:

steel casements double strength glass

Paint

Hardware: Weslock

Kitchen cabinets

Kitchen and laundry equipment

Zonolite Company

Owens-Corning Fiberglas Corp.

Johns-Manville American Radiator & Standard Sanitary Corp.

Libbey-Owens-Ford Glass Co. The Sherwin-Williams Co. Westwood Manufacturing Co. Lyon Metal Products, Inc.

Westinghouse Electric Corp.

For stores carrying plastic furniture, see page 140 See Your Guide to This Issue for further information



# THE MORTGAGE PATTERN POSES PROBLEMS





## How a Texas couple stuck to their guns

It is a paradox that in this day of progressive architecture and building, many of those who are in a position to qualify a property for mortgage judge it solely on whether the house fits an architectural style with which they are familiar. Ed and Frances Bearden discovered this frustrating fact the hard way. Their house —which, incidentally, just won honorable mention in the Annual Exhibition of the Dallas A.I.A.—nearly didn't happen at all. Ed and Fran had saved for their home ever since the war. In April, 1950, plans were completed for what their friend and architect, Arch Swank, now refers to as his "Connecticut Mutual style" of house. Bids came to \$15,500 and Ed applied to the Dallas FHA for a loan guarantee. He was flatly turned down. Appraisers found

that the house didn't fit the mortgage pattern, "because the plan arrangement and design are highly individualistic, precluding general market acceptance." On appeal, the FHA rejected again, stating they "never saw a roof like that in Dallas," they didn't approve of the foundation, and that the design wouldn't fit into the neighborhood (despite the fact that many houses close by were contemporary design). The plans were sent to FHA in Washington which requested that Dallas reopen the case. However, Ed found that, if turned down again, he would forfeit his application fee. Ed had had enough. He looked elsewhere for a loan. Finally a local mortgage broker arranged one with an insurance company. Unfortunately, the delay had taken its toll: bids had risen to \$17,000, even though Ed and Fran planned to do all the painting. Anyway, the Beardens have their house and could sell it today for a profit. Scholarly Ed's reply: "Are you kidding?"

starts low over south bedroom and pitches to the north, giving ideal light for studio-master bedroom. Exterior is rose brick and redwood



HIGH PITCH ROOF gives the living room maximum spaciousness, coolness and light (from high windows at left). Windowless west wall is perfect for Ed's changing art exhibit. Wall is same rose-blend, sand-finish brick as is used on exterior. Furnishings are simple: a big red sectional sofa, four webbed chairs, and an old wine cooler (right) finished in natural wood and used for storing books and record albums





VIEW TOWARD DINING area and kitchen shows the full sweep of the windows. The large porch adds to the feeling of space which is created throughout with a sound, open plan. House has 1.520 square feet (excluding porch and carport). Draperies are green cotton to match green walls. Coffee table is old oak library table, cut down and refinished





DINING CHAIRS were old ones that belonged to Fran's grandmother. In and Ed bought a secondhand table to match and refinished the set in naturalight oak. Cork floor provides fine play surface for young Kathi and Mary has



COLORFUL KITCHEN has brick-red greaseproof asphalt-tile floor and laminated plastic counter-tops in the same shade. Walls are gray,

curtains a bright yellow. There is ample storage space; handy kitchen table doubles as counter to dining room, with sliding panel opening



ED'S STUDIO is also master bedroom. It is half the width of the house and has large storage closet (left). Original plans called for

storage cabinets for paintings across the far wall, but a runaway budget curtailed this, Yellow draperies and earth-red floor brighten room



BATHROOM HAS UNUSUAL PLAN with three separate areas: a dressing room with big closet and dressing-table-lavatory; compartment with tub and shower; watercloset and lavatory compartment. Doors to the last two can be closed





### BUILDING DATA

ARCHITECT: DEWITT & SWANK CONTRACTOR: JOHN RANDALL

Foundation: reinforced concrete slab on gravel fill EXTERIOR

Walls: rose blend, sand-finish brick redwood siding stain

Samuel Cabot, Inc.

Walls: sheetrock Paint: oil plastic Textone Window: sash

INTERIOR

Penvernon glass Doors

Lighting fixtures Plumbing fixtures Bathroom accessories G. M. Ketcham Mfg. Corp. Floor surfacings cork tile

Azrock asphalt tile Forced warm-air

heating

U.S. Gypsum Co. Devoe and Raynolds Co. U.S. Gypoum Co. Aluminum Products Co. Pittsburgh Plate Glass Co. U.S.-Mengel Plywoods, Inc. Litecraft Manufacturing Corp. Crane Co.

Armstrong Cork Co. Uvalde Rock Asphalt Co. Kitchen counter-tops The Formica Company

L. J. Mueller Furnace Co.



## Materials...

## PLANNING IN ADVANCE CAN EASE POSSIBLE SHORTAGES

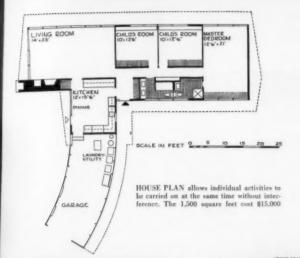


REDWOOD SIDING blends with trees to make the Bernie house a part of its colorful surroundings. White marble chip roof reflects a

good percentage of the sun's heat for summer coolness. Twin-flue chimney houses both the living-room fireplace and outdoor barbecue

Barbara and Norman Bernie wanted their house to meet these specifications: to be modern; to blend with its surroundings (the gentle rolling woodland near Stamford, Connecticut); to be finished before the lease expired on their apartment. Some of these were hard to meet because the present controlled situation imposes difficulties when it comes to choosing and getting building materials. Increased defense demands under government orders have made metals scarce. Substitute materials can be had, but care must be taken in their selection, as some of these are also becoming scarce—which sometimes means waiting. The Bernies discussed these problems with their architect and he designed the house so that there would be a minimum of materials used that were in short supply. Wood post-and-beam construction was

chosen for two reasons: it is an economical way to build and wood is available:  $2^{\prime\prime\prime}$  x  $6^{\prime\prime\prime}$  tongued-and-grooved mill floor construction was used to form ceiling and roof surface. Radiant heating was decided on and copper tubing was bought and installed before it became illegal to do so. Had delays held up the job too long, plastic tubing could have been substituted or the heating system changed to forced warm air which would have been equally satisfactory. The Bernies wanted copper downspouts, but galvanized steel ones were a necessary substitution, as was brass hardware for chrome. Dry-wall construction was used as a finish throughout interior to save cost and speed completion. Details like this proved that planning with an eye to possible material shortages saved time and money for them all along the line.





LANDSCAPING WILL WAIT until the Bernies get settled. Norman plans a lawn here. Fixed Thermopane gives light to the living room, and solar heat in winter. Upper and lower sash in living room and casements in children's rooms (left) open for ventilation. Overhang is continuation of roof, supported by tapered beams



CONSTRUCTION PHOTO shows skeleton of post-and-heam construction and cinder block



GARAGE AND UTILITY wing are built on an arc, to follow the curve of the ground and its relation to existing street. Main entrance to house is at right edge of picture



SLIDING DOORS open on what will be a terrace for Bernies' outdoor living and dining, adjacent to the big outdoor barbecue. Operating sash, high in gable, open in and give additional light and ventilation to living room







CHANGING SCENE of the seasons gave Barbara her idea for the oil scheme in the living room. She planned it to reflect outdoor colors any in of year: earth colors (chocolate walls and rug, brown tweed upholsten green (two sectional armchairs), blue (turquoise leather chairs), and wis (ceiling and fireplace wall). Draperies are Everlast Peasont Sack Cloth, Et tools by Felmore. Furniture, rugs, accessories by W. & J. Sloane, New Isl



BEDROOM HAS smoky-gray walls, and bedspread material was chosen to match this soft color. Lights make comfortable reading in bed (Globe Lighting Products). Gray Versa-Tile flooring throughout house gives a sense of spatial unity



CHILDREN'S QUARTERS can be one room or tw by closing Modernfold door, Rooms, paneled in know pine, have yellow curtains (Indian Head by Textros)



GRAY AND WHITE KITCHEN is a model of convenience and good planning. Refrigerator, range, sink with dishwasher, steel cabinets (all by General Electric) cut kitchen work to a minimum. Breakfast table (foreground) is near big window, with a view of the woods. Counters and splash-back are covered in easy-to-clean Textolite. See Your Guide to This Issue for further information





BATHROOM has two basins to prevent early morning tieups, laminated plastic counter to speed cleaning. Upper walls are painted dark green; tile and bowls are light green

extro

#### BUILDING DATA

ARCHITECT: ALEXANDER KNOWLTON, A.LA. CONTRACTOR: F. JOHN POLESAK

Foundation:

concrete footing (Portland cement) first slab, 3" concrete with Zonolite Zonolite Co. aggregate

aggregate
second slab. 3" regular concrete
concrete block foundation wall
Structure: post-and-beam construction
2 x 6 V-joint T & G mill floor roof

2 x 4 stud interior partitions curtain walls: 2 x 6 V-joint splined redwood roof: 4-ply built-up roofing Lloyd A. I Champlain white marble chips Vermont M

Lloyd A. Fry Roofing Vermont Marble Co. American Lumber & Treating Co. pressure treatment of sills

INTERIOR (FITTINGS AND HARDWARE)

mill-made wood sash fixed glass, Thermopone

Insulation: batt Floor surfacing: plastic tile Wall surfacing: double sheetrock Sliding door hardware: (closets)

Libbey-Owens-Ford Glass Cor. Kimberly-Clark Corp. Bonaside Mills, Inc. U.S. Gypsum Co. Sterling Hardware Manufacturing Co.

[Continued on page 140]



## A LOT OF LIVING FOR THE MONEY



Good design and site planning meet the needs of a typical young family There are all types and kinds of development houses. Some appear to have mushroomed out of the earth. Others are on sites that might well have been used more appropriately. Many, however, are well-designed, intelligently oriented, and soundly built. These have distinct advantages. Such a house was designed by Henry Hill as the pilot model for a suburban development in Berkeley, California. Orienting the house to take advantage of a panoramic view over the bay area, he placed it well back on a narrow, deep (40' x 175') lot which is carefully screened from adjacent homes. The 900 square feet inside the house are well organized for convenience. Subtle integration of interior and ex-

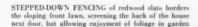


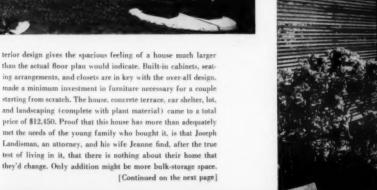
WIDE OVERHANG cuts off direct ounlight from interior. House is post-andbeam construction with redwood exterior





ON THE TERRACE the Landismans (at table) can entertain in privacy. Unlike other houses on the street. theirs sits well back on the uphill lot to get the view









LIVING ROOM and outdoors are fused a continuation of roof rafters to form a overhang. The terrace is an outdoor in room, seeming extension of interior ap-

CARPORT

ght feel

THE DEVELOPMENT HOUSE

continued



ECONOMICAL BUILT-INS provide extra seating. The concrete foundation wall for bedrooms (on higher level) was simply extended in width to make the bench seat and continues then to form base for hearth. Concrete is stained rust color to blend with gum plywood wall siding. Interior elerestory on the left wall allows view from the bedroom across living room and terrace out to the bay

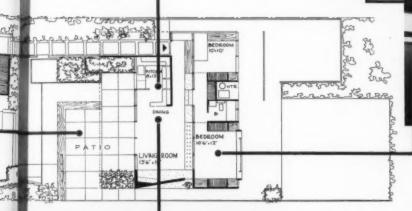


VIEW OF HALLWAY toward front door how change in level has been used to make phone nook. The three steps lead to bedrooms bath. Ceiling and rafters are stained gray



OMPACT KITCHEN has open, ight feeling. Translucent baffle eparates it from the living area









#### BUILDING DATA

DESIGNED BY HENRY HILL LANDSCAPE ARCHITECTS; ECBO, ROYSTON AND WILLIAMS DEVELOPER: J. WARD REALTY CO.

Foundation: concrete Structure: Douglas fir frame EXTERIOR

Walls: redwood siding stain

Walls: gum plywood sheetrock

Paint Bathroom fixtures

Window sash Doors Lock sets

Lock sets
Water heater
Forced warm-air heating
Controls

Samuel Cabot, Inc.

U.S. Plywood Corp.
U.S. Gypsum Co.
Martin-Senour Co.
Marin-Senour Co.
American Radiator & Standard
Sanitary Corp.
Soule Steel Co.
Western Door and Sash Co.

Western Door and Sash Co, Schlage Lock Co. Hoyt Heater Co. Aladdin Heating Corp. Minneapolis-Honeywell Regulator Co.

BOOKCASE, suspended from ceiling at free end and attached at right angles to wall, blocks view of kitchen from dining area, but leaves space underneath for passing dishes, food and drinks over counter



JUST LIKE HIS DAD. Christopher feels he should have new clothes when he's invited to an important birthday party. So here he is, preening before the shoetore mirror. In his new shoes and new corduroy suit, he's ready for anything

## HAPPY BIRTHDAY

From Christopher we learn that children's and grownups' parties are about the same: boys will be boys, aged two or thirty-two



PRESENTING THE GIFT doesn't go at all as Christopher has planned. Kay Lynne, the young hostess, takes the offering perfunctorily, as she has looked forward to it the whole year. Foiled again in an attempt to call attention to his new finery, Christopher has to watch his hostess model her own new party dress



THE BIG MOMENT arrives and the guests steal the show from Kay Lynne. Led on by Christopher, they blow out candles on her cake before the birthday child can even open her mouth. Kay Lynne looks reproachfully at Christopher



SCORING AGAIN, Christopher pins the tail on the donkey—well, almost. Anyway, he won the prize and the girls were thrilled. Remembering our own birthdayparty days, we wondered if he peeked. How little these shindigs have changed!



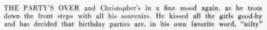
WISHING his own birthday were now and not months off. Christopher watches Kay Lynne exercise a hostess' prerogative, lick frosting from the cake knife

DOERN GENOT





OPENING PRESENTS is also done largely by guests. Nobody can wait to see what surprises the lovely packages contain. Kay Lynne was thrilled with her loot





TUG OF WAR comes when Christopher and another guest both want the same toy. Neither gives in and our hero bursts into tears of disappointment when Kay Lynne's mother takes toy away from both of them





## DEEP-FRYING GOES MODERN

Today's automatic deep-fat fryer is a versatile

appliance that bakes, stews, and steams, too!

Deep-fat frying has come a long way since the early days. Time was when it took a cook with the touch of Escoffier and the patience of Job to balance time and temperature in handling a great kettle of hot shortening. Either the fat would get too hot—and you tried to tell the family that the chicken wasn't burned but just real brown—or else you had the fire too low and the doughnuts merely soaked up grease.

But modern science has changed all that. It has come to the aid of the harassed homemaker in the shape of all-electric deepfat fryers that take away the guesswork. And that isn't all. Now you can use your fryer to prepare hot soups, tasty stews, and succulent casseroles. I'll bake too, and even do duty as a chafing

dish on extra-special occasions. The secret lies in the thermostatic control that lets you set just the temperature you want, then it

keeps it there. In addition, there is a pilot light that goes on to tell you when the fat has reached the proper heat.

If you've ever wanted to bake just a few potatoes, but balked at the thought of heating up the whole oven, the fryer is a good answer. Temperature control, built-in heating unit, and a cover allow the appliance to operate as a small oven. (It's a mighty wonderful help for couples without an oven or with limited stove space.) To use it for baking, put a small upturned pan or trivet at the bottom of the fryer to assure good circulation. Biscuits, pies, and mulfins can be turned out with great success—maybe a little lighter on top than ordinary oven baking, but very tasty.

Soups and stews are just as easy, but pose a slightly different situation. If your fryer has a drain spout, any stew recipe that calls for dredging the meat with flour should be sidestepped. Browned flour particles in such a thick dish may elog up the drain spout and make it difficult to clean. But any stew that can be finished off to velvety thickness right before serving is quite acceptable, regardless of the drain spout. Any soup from thick



paysanne to a thin Madrilene can burble away all afternoon on the kitchen table and be served hot at dinner without ever touching the top of the stove. When you are using the fryer for soup or a stew you may find that after a while the simmer turns into a frantic hoil, but it won't be corrected by setting the control down 20 or 30 degrees. This is caused by the lag between the time the overheated thermostat readjusts the heat and the moment the actual temperature drops. Don't worry about this; just let it hoil for a few minutes and the controls will bring back the simmer.

Chinese dishes such as sweet and pungent pork, green pepper leef, chop suey, and chow mein can be turned out to perfection by the deep fryer. The secret of good Cantonese cooking lies in getting just the right crispness in the fresh vegetables. It takes a deeper frying pan than most of us have to steam properly—but in a deep-fryer it is easy to steam the bean sprouts, green pepper, celery, or what have you, to perfect doneness in just a few minutes. By the time your guests have downed the first Chinese delicacy, the vegetables will be at their peak of goodness.

Because the chief function of a deep-fat fryer is just what its name implies, we'll inject a few notes on that art right now. Remember that the temperature of the fat is all important. If it is allowed to get too hot and smolder, it is ruined for further cooking. But by maintaining correct heat the fat can be used over and over. One homemaker we know asked if the shortening she had been using for over a year should be changed, as it was getting a bit off taste! Of course she had been adding a little at a time as the level in her fryer went down, but it shows how indestructible fat is. For the best eating, serve when food has just come from the fryer and is sizzling hot.

There are many sizes and types of automatic deep-fat fryers:

big ones, little ones, round, square, or rectangular. We show seven of the latest models, with descriptions of their characteristics. The one you select depends on the size of your family, and how much deep-frying you care to do. If you have a hankering for chafing-dish victuals, you will do best to get the round type deep-fryer without a spigot. Remember that while the modern fryer has many uses, it is primarily designed for deep frying, and that should be uppermost in your mind when you go out to shop. Whether you're buying a fryer for yourself or as a gift (perfect for an about-to-be-married couple), bear in mind that a good fryer, like any fine piece of kitchen equipment, is an investment. Hence, a bit of study and looking over the various models should precede your purchase. But whichever one you get, you'll give it a prominent place in your kitchen.

Here are a few recipes to whet your appetites and give you an idea of the possibilities your modern deep-fat fryer has as a chafing dish and Dutch oven.

#### CHAFING DISH MEAT BALLS

I pound ground beef
I cup bread crumbs
I medium onion, minced
salt and pepper
I beaten egg

4 tablespoons butter or margarine 1/4 teaspoon allspice or mace 1/2 cup red wine

1/2 cup rea wine

1/3 cup sour cream

Have butcher grind beef three or four times. Mix meat, egg, bread crumbs, salt, pepper, and spice together. Form into small balls about 1½ inches in diameter. Melt shortening in cooker and brown the meat, turning them occasionally until they are golden. Add wine, water and simmer for about 20 minutes uncovered, at low temperature. Turn off fryer and, after 2 minutes, mix in sour cream. Serve immediately with baked potatoes or rice. [Continued on page 139]





BETTY AND BEN Conway decide to do something about their dreary kitchen





ORIGINAL STOVE was small, inefficient, with little room for pots

# WHEN AN EDITOR COMES TO DINNER



PAINTING walls didn't take long, and completely transformed appearance of kitchen



BEFORE AND AFTER views make it difficult to believe both photos are of the same room. The new Estate range, the breakfast bar and handy base cabinets, plus the brick wallpaper, have really worked a miracle



## Some tips on how to reorganize a kitchen and plan new menus

when they had the first look at the kitchen that came with the house they bought. It might have provided a field day for an antiquarian, but it was a depressing spectacle for a couple just starting housekeeping. It wasn't only the vintage of the appliances or the ancient and crumbling walla, but bad lighting and a completely inefficient working order, that gave hint of unhappy hours ahead in the kitchen.

A dingy, ill-planned kitchen is certainly little inspiration for gournet meals, nor is it much of an inducement for the young homemaker to spend a second more than necessary to get something—anything—on the dining table. Under these conditions, Betty was going to have a rough time getting adjusted to the fact that marriage meant seven complete dinners a week—and not the occasional Sunday supper she had prepared for Ben before they were married. Without worrying about cakes that wouldn't rise, and gelatin that wouldn't gel, Betty now had

trouble just trying to keep her husband's appetite satisfied.

Part of the difficulty was that both Ben and Betty work during the day. If it took forever to turn out dinner, there'd be no time for relaxing. Besides, the Conways like to entertain, and since most entertaining begins (or ends) in the kitchen, something had to be done, and fast.

So one evening, after a particularly dull dinner, Ben and Betty decided to take stock. Armed with pencil and paper, they started around the kitchen. They marked down every item that was decrepit, an eyesore, or inefficient. The list was staggering. Their budget just wouldn't let them start from scratch to replace everything, and they had to draw the line somewhere. But where?

What they needed, they decided, was a fresh eye and budgetminded approach. So they invited LFYH for dinner—in the kitchen, on a work-night—and without any special flourishes. Our editor, ever one for a new adventure in food, and marvelously endowed with a vigorous appetite, was on her way. The meal was,



## WHEN AN EDITOR COMES TO DINNER continued



BUILT-IN TABLE gives lots of room for preparing food, is perfect for quick meals. Conways bought the stools unpainted, then painted them themselves. Storage cabinets, with plenty of room for Durmeyer electrical equipment, and table are corered with Formica Picasosi



BAY CICE



PLASTIC TILE floor (Flor-Ever) is a snap to keep clean compared to the ragged old linoleum. Cast-iron skillets and Eko-kitchen utensils give interesting pattern against brick paper. Betty keeps three attachments for her O'Cedar sponge mop: one for polishing, one for the walls and one for mopping

as was now quite typical with the Conways, completely devoid of imagination. Our editor was aghast at the careless budgeting of a meal with all the vegetables from containers and the meat from cellophane wrapping. Not to mention the fact that such a meal left little room for personality in the cooking. When the dishes had been cleared away, the editor and the Conways settled down to business. Through two hours and sixteen cups of coffee, questions and answers flew, pencils scribbled away. Boiled down to a nutshell, this was the picture:

Liabilities: outdated appliances, cabinets too high, poorlyplaced storage, drab walls, no counterspace, exposed plumbing. Assets: large kitchen, functional sink, adequate refrigerator.

By pinching and squeezing their budget, the Conways decided they could apend \$500—but no more—for a new kitchen. Because the stove is really the center of any kitchen, and because the Conways' was sadly inadequate (as well as particularly unattractive), the largest part of the allowance was earmarked for a new range. That left about \$200 for the rest of the necessary improvements. Naturally, to get the most out of their money, the Conways themselves were going to do as much of the repairing and installing as possible.

First repair job was on the walls. After going over the cracks and holes with scaling plaster, Ben and Betty took brushes in hand and finished two sides of the room in a bright barn-red. The other two sides they papered in an interesting brick design. Paper is washable, and on the stove wall the Conways waxed it to make it even easier to clean. Already a transformation had taken place. But it was just the beginning. Next, they ripped up the drab linoleum that had rotted and torn, laid down a modern plastic tile flooring. The cabinets were high up to the ceiling, but the Conways left them for occasional storage and built new ones

of room to build along one wall. To get more working space in the kitchen they built a table with a laminated plastic top, right into the storage cabinets, and got four unpainted stools so they could use the table for meals. The ugly pipes around the sink were carefully concealed with a white bamboo blind. A lamp that had been given them for a wedding present, still in the original box, was brought out for above the breakfast bar and cabinets. There was still some money left. The Conways and our editor splurged and bought a tea table that could double in kitchen and dining room, and a set of cast-iron skillets that Betty had wanted for a long time.

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When the job was over this is how approximate costs (excluding kitchen utensils) were broken down: 
 Stove:
 \$300
 Skillets:
 \$5.00

 Wallpaper:
 \$16.50
 Flooring:
 \$42.90

 Paint:
 \$10.50
 Cabinets:
 \$76.00

 Stools (4):
 \$12.00
 Drainboard:
 \$3.20

 Teacart:
 \$3.00
 Dish drainer:
 \$2.00

Half the battle had been won. The other half was Betty's cooking. In the past she had relied beavily on prepared foods and meat bought every night after work at a corner food store. If they were going to live on a budget, something had to be done about this, or Betty would be forced to put Ben on a bean diet.

Both the Conways enjoy eating unusual food with a slightly foreign accent, but Betty threw up her hands at the suggestion that she could cook any of it, and cheaply, too. To her, spices and herbs meant charts of "this goes with this" and she had tried to follow them right down to the last letter. Our editor showed her that her only guide was her own taste and she could best find by trial and error what combinations she and Ben would like best.

Because the Conways both work, we did not go into luncheon recipes. Breakfast usually consisted of fruit, toast, and eggs in a variety of well-known ways. Dinner was then the big meal and it was important that this be an easily-served one.

Here are the entrees we suggested to them for one week.

the Conways left them for occasional storage and built new ones Beef, veal, pork and chicken are the best "big buys" for a whole for day to day use. Because the kitchen was large, there was plenty week of varied but inexpensive meals. We chose the last two



LFYH EDITOR talks over menus and recipes with Betty Conway. By careful shopping and planning it's possible to have a wide variety of inexpensive meals

## WHEN AN EDITOR COMES TO DINNER continued







BEFORE REMODELING there was clutter and confusion whenever it was time to prepare a meal. The new table was planned to give mon breathing space and a much larger work area. With the added storage space, equipment no longer crowla the shelves. Space can now be utilized for cans, spices, and condimental



NEW STOVE has four big burners and built-in griddle which is counter space when not in use. There's ample room for storing pots and pans, too

for this week's menu. With a little skill the taste of the same meat can be so changed that it's a rare husband who can tell you're serving him from the roast you had the day before.

Weekly buying that followed a progressive menu for each day saved costly trips to the corner grocer every night. As soon as Betty returned from shopping on Saturday, she began a "cooking morning" that assured her of a good basis for the week's meals.

For this week's menu, we started out with a stewing hen and a roast of pork. Our editor suggested shrimp in the middle of the week to break up the rather solid meat diet, and to give further variety to the menus.

The chicken was put to pot on Saturday morning, while the roast sputtered away in the oven. When the chicken was done, Betty let it cool in the broth. Enough broth and the major pieces of meat were reserved for Chicken Divine, and the remaining pieces went into the stock for a substantial soup.

### CHICKEN SOUP

- 1 4-pound hen, cleaned and scrubbed
- 7 cups cold water

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- 3 medium carrots, sliced
- 2 onions, sliced
- I cup celery, chopped
- 2 sprigs parsley
- 1 medium green pepper, chopped
- 1 bay leaf
- 1/4 teaspoon rosemary
- salt and pepper

Place water, chicken and vegetables in a large pot or Dutch oven and bring slowly to a boil. Add bay leaf, rosemary and a good sprinkling of salt and pepper. Cover tightly and simmer until the bird is tender and the meat begins to fall away from the bones. The vegetables will just about disappear. Check seasoning and add more salt and pepper if needed. Remove chicken to platter for skinning and boning. And for those who are perfectionists, strain the broth, purfeing the vegetables with the back of a wooden spoon against the side of the sieve. Reserve 2 cups for another meal and, to remaining broth, add a small bunch of finely-sliced scallions, 2 thinly-sliced baby carrots, 2 quartered and skinned tomatoes, 1 large diced potato, and ½ cup diced celery. Cover and simmer until vegetables are done (about 30 minutes). Last of all, add the shreds of chicken that were too small to keep for Chicken Divine. This soup is thick and filling, needing only an accompanying salad and buttered toast.

#### CHICKEN DIVINE

- 1 4-pound chicken, simmered and boned
- l package frozen broccoli
- 2 tablespoons butter
- 3 tablespoons flour
- 2 cups chicken stock
- 1/2 teaspoon rosemary
- 1 cup grated Italian cheese

Make sure that no skin or bone has been left in the chicken. Cook broccoli in ¼ cup of water in a covered pan with 1 tea-apoon of salt. Drain. In the meantime make a sauce of chicken stock. Melt butter in saucepan, add flour and stir until bubbling and well blended. Slowly add chicken stock, rosemary, and stir until it thickens. Place cooked broccoli and chicken in

layers in a buttered casserole, pour [Continued on page 140]





WORK AT SINK is now more pleasant. Bamboo screening hides unsightly pipes. Black and white rubber accessories (by Pretty Products) make whole corner more attractive and speeds work



## REPEAT PERFORMANCE

Leftovers can be the basis of a completely different and just as interesting a meal. And, of course, they save money. That's because the economical way to buy meat is in quantity. Bits of this and that, bought by the chop and piece, can run a budget into a state of collapse in no time. Better cuts cost less when bought in quantity. Slices of leftover roast can make a delicious dinner with such savory accompaniments as rice pilaff or sour cream noodles. Leftover fowl can be used just as easily as a basis for tasty new recipes.

#### CUBAN CHICKEN

1½-2 cups chicken pieces
½ cup converted rice
2¼ cups boiling water with 3
2 cloves garlic
chicken bouillon cubes
1 amall can tomato sauce
2 tablespoons oil
2 stall onion, diced
2 cloves garlic
¼ teaspoon orégano
1 bay leaj
1 small can peas

Heat oil in Dutch oven or deep skillet, add diced green peppers, onion and garlic. Cook at low heat (about 10 minutes) until they are soft but not brown. Add tomato sauce and chicken and cook until all comes to a fast boil. Add raw rice and boiling water in which bouillon has been dissolved, and spices, and when whole mixture is simmering, turn heat down and cook, covered, 30 minutes or until rice is tender. Lastly add peas and heat through. This dish may be cooked in an earthenware casserole in the oven after onion and pepper have been softened in oil on top of the stove. If so, decorate with pimiento and olives and serve with the same pride as you would serve a traditional Arros con Pollo.

#### TOMATO AND CHEESE HAM

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l No. 2 can tomatoes 2 tablespoons butter slices of baked ham  $v_k$  pound bleu cheese salt and pepper

Open can of tomatoes and drain some of the liquid so that tomatoes are moist but not runny. Add salt and pepper to taste. Alternate tomatoes and slices of ham in a baking dish, ending with tomatoes. In a small skillet, melt butter over low heat and add bleu cheese. Stir constantly until cheese is melted and thoroughly mixed with butter. Pour over tomato-ham combination and place in broiler under low flame until hot and topping begins to brown.

#### BEEF STRADIVARIUS

1½-2 cups slivered cooked ¼ pound fresh mushrooms
beef 2 tablespoons butter or oil
¾ cup graxy 3 tablespoons sour cream
3 tablespoons sour cream

Sauté mushrooms in oil in frying pan until nearly done (about 3 minutes). Add cooked beef that has been cut into l-inch strips and sauté 2 more minutes. Add beef gravy and sherry and simarer uncovered until thick. Turn heat as low as possible, fold in sour cream and turn off heat. Serve immediately with rice pilaff or buttered soodles.

#### RICE PILAFF

I cup converted rice I medium onion, diced
2 tablespoons oil 2 cloves garlic
2 cups canned consommé I bay leaf
I cup tomato juice ½ (teaspoon thyme
salt and pepper

Heat oil in skillet and add rice that has been thoroughly washed and picked over. Fry the rice until it begins to turn brown, add minced onion, garlic, and sauté until the rice is a rich golden brown and the minced garlic and onion soft. Add consommé, tomato juice, seasonings; cover tightly and turn heat low. Steam until rice is tender and has absorbed all of the liquid. Before serving, take out bay leaf. You may also add any leftover vegetables and rehes.

#### VEAL IN HERB SAUCE

I teaspoon chopped parsley I teaspoon oil
I teaspoon chopped scallions I teaspoon flour
I clove garlic, chopped salt and pepper
'\( \) cup white wine slices of cooked reast veal

Simmer parsley, scallions and garlic in wine for 15 minutes. Add oil, salt and pepper to taste. Make a paste of flour and a little wine and gradually stir into the sauce until it thickens. Pour over slices of roast veal (stuffed or not) in a covered baking dish. Place in preheated oven until warmed through (20 to 30 minutes).

## NOODLES AND SOUR CREAM

I 8-oz. package egg noodles salt and pepper
1/2 pint sour cream 1/2 cup grated cheese
bread crumbs

Boil noodles in a large quantity of salted water until just barely soft. (You will be cooking them again and don't want to have them well done.) Drain, and wash with cold water. Place in baking dish and add sour cream, cheese, and mix well. Top with buttered bread crumbs and bake in a low oven (about 275° F.) for 30 to 45 minutes. Serve with any meat that has no sauce or gravy.

Buying or building this year-here's what you face [Continued from page 101]

better position to resume loaning operations. Congress modified the restrictions on home mortgage credit as applied to one- to four-family houses selling for less than \$12,000.

The following table shows the schedules of credit terms now in effect:

Loans guaranteed by Veterans Administration:

PRICE PER	FAS	HILY UNIT	BOWN PAYMEN
\$7,000	10	less	4%
\$7,000	to	\$10,000	6%
\$10,000	to	\$12,000	8%
\$12,000	lo	\$15,000	8%-23%

### Conventional or FHA-insured loans:

VALUE PER FAMILY UNIT	DOWN PAYMENT
\$7,000 or less	10%
\$7,000 to \$10,000	15%
\$10,000 to \$12,000	20%
\$12,000 to \$15,000	20%-28%

The maximum maturity of these loans was lifted from 20 years to 25 years, thus lowering the monthly repayment charges.

Bearing in mind that government insured loans of late have accounted for about half of the new financing, it is a fact that the flow of mortgage money has been largely restored without an increase in the interest rates on such loans. It appears, therefore, that the supply of mortgage money this year will be adequate on relatively favorable terms and at no greater cost to the borrowers.

Materials—We have seen that cost and financing problems will not be insuperable barriers during the coming year. However, one stubborn question still appears. Will houses that people want and can afford be built in sufficient volume to satisfy the demand for them? I think the answer is again, yes. Barring a radical change in the international situation, new home construction will continue at about the same level as last year. In fact, government officials in charge of defense preparations have specifically planned for the production of 850,000 units, and materials will presumably be made available for that much building. And the word "materials" is going to figure more and more in our calculations from now on. Right now, steel, copper, and aluminum items used in building are scarce, and the home-building industry must limit its use of them this year. This is not as serious as it may first seem. Upon analysis, it was found that residential construction requires less critical materials than anyone had thought.

Basic products containing steel or copper under government control are made available in specified quantities, and these quantities are within regular uses. Alternate materials are available which can be used in place of prohibited copper and aluminum items without harming the structural soundness of the house. A lengthy list of fabricated products containing the critical materials may be used as the supply situation permits. When prescribed quantities of [Continued on page 134]

## Americana Casua



Americana Casual has a rich finish in solid oak



Americana Casual dining pieces arrange easily



Americana Casual has unusual possibilities for the bedroom

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 Build your fireplace around the Heatilator\* Fireplace unit and enjoy the cheer of an open fire plus cosy warmth in every corner of the room.



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WILL NOT SMORE...It's a scientifically designed form, complete from floor to flue, around which any style fireplace can be easily built. Assures correct construction, eliminates common causes of smoking.



ADDS LITTLE TO COST ... The Heatilator unit adds little to the cost of the completed fireplace. It provides all the vital parts...saves the cost of a separate damper, firebrick, and masonry otherwise required... and on most jobs reduces time and labor. Ideal for summer camps.

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## MEATILATER FIREPLACE

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and advantages of the Heatilator Firepiaco.				
Name	********			

City..... Zone... State......

Buying or building this year—here's what you face [Continued from page 133]

critical materials are not to be exceeded in a building project, a simplified procedure is used for procuring them. This self-certification system, as it is called, is working fairly well.

There are indications also that the peak of the demand for critical materials will have been reached by next fall, in which case the supplies for home building will be easier later on. This should enable home builders to plan their projects well in advance of construction, a factor essential to a sustained building program.

All in all, indications show that modest homes, soundly constructed, will be available for the average American family in sufficient numbers this year. As far as materials are concerned, difficulties will be experienced mainly with larger homes and multifamily building projects where relatively large amounts of critical materials are required. Procurement of critical materials for such projects is subject to a special allocation procedure which does not always operate as it should.

If you are intent on having one of the larger, custom-built homes, you may have to forego some of the structural refinements you would normally expect. Custom builders will undoubtedly have to scrounge around for materials and equipment, even when they have obtained their special allocations for items on the critical lists.

The development house—This is an appropriate place for a discussion of the road ahead for the development or packaged house. The development house has satisfied a basic economic and social need in the postwar period, because it simplified the problems of cost, materials, financing, and many others for the buyer. In most cases, the development houses have given good value for money paid. Many of the larger developments have been laid out by skilled land planners. The houses have been designed by architects who have made a special study of the small home problem. New materials and construction methods are based on exhaustive research. Service facilities and equipment are usually of a quality found only in the homes of the well-to-do.

Since the Korean war, financing has been a problem for the development houses, too. While Regulation X has since been amended to ease financing of the lower-cost houses, those in higher brackets are still strapped. The material-shortage problem is also an important factor. However, as long as development builders keep their basic houses within the self-certification limit for critical materials, they will have no trouble. Most large-scale developers have built up strong sources of supply, which should stand them in good stead now. The only difficulty in getting materials will come when builders go over the self-certification limit per unit. In that case, they must go through the special allocations procedure mentioned above. However, builders will likely build homes which stay within the limitations set up for steel, copper, and other short materials. As a result of both these factors, indications are that small development homes will be in good supply this year, at somewhat higher prices.

Now for a word about defense housing which is one of the most [Continued on the next page] HERE'S WHERE YOU CAN BUY THE

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N. E. One Distance Graper Fance-serve	New Rochalls New York Cit Cincinents Clorotend Disabona Cit Total Pertiand Altertown Herindophia Providence Cheffonomass Cheffonomass						BLOOMINGDALE BOOK LOOPS & TATEL JOHN WARMANGE BELK BROS. COMMIN WE JOHN SHILLITO OL THE HIGDRE COMMIN JOHN A. DROWNE OL BOOWNE JOHN A. DROWNE OL BOOWNE JOHN A. DROWNE OLBES & BU JOES & BU JOES & BU JOES & BU JOHNEL BOOTHE WARMAN TO REPT. STO OLMBEL BOOTHE STORE SHEPARD OL MALLETE BOOTHERS & MALLETE BOOTHERS &
N. E. One Dishame Grager Fasserment	New Rochalls New York Cit '''' Charlette Cincinenti Cincinenti Cincinenti Citovaland Ditatoma Cit Totas Portland Altertawa Harristorg Philadelphia Providense Recordia Citovalanaga Citoval						BLODOMINICOALE SIDI LOURS & TRAY LOURS AT TRAY LOURS THE STAY LOURS AT TRAY ME JOHN SHILLTO O THE HIDDRE COMPIN DISH A. DROWN O BOUND A DROWN O BOLDS & NO BOLDS & NO LOUS & NO LOURS & NO
N. E. One Dishame Grager Fasserment	New Rocholis Rea Yark Cil Cincinetis Cincinetis Circuland Disaloma Cil Tota Tota Allostowa Horrishory Photology Photology Chethology Recording Reported Recording						BLOOMINGDALE SOON LOOK ATANA JOHN WARMAND DELK BROS COMPNO THE HORSE COMPNO JOHN A. DROWN C BROWN DOMONIC BROWN DO
N. E. Olso Distinger Francessor Shell Island Torressor	New Rocholis Rea Vark Di Choristia Cincinenti Clovoland Disabema Ci Toles Portiand Altertawa Hondelphia Providence Chattenessa Knoovilla Rasovilla						BLODOMINICOLE SINCE LUMB & TANEL JOHN WASHAMMEN DELK BROS. COMPN ME JOHN SINLLITE O THE HODGE COMPN JOHN A. DOWN C BROWN DURCH C BROWN DURCH C BROWN DURCH C BROWN DURCH C TO STEEL STORY WINGAM'S BEPT. STO UMMBEL DOSTRE THE SINCE MILLER BROTTHERS S BEAUNISELAN COMPN THE SANCEY COMPN THE MANYET C
N. E. One Dishame Grager Fasserment	New Rocholis Rea Yark Di Choristie Cincinenti Cincinenti Cincinenti Toles Portional Altertawa Harristona Harristona Chettonessa Knooville . Replantie						BLODOMINGDALE DIE JUNNE WARAMAMI JUNNE WARAMAMI JELK BROS. COMPIN DE JOHN S. SHILLITO D JELE VIGGEE COMPIN JUNNE S. DROTHE WARAN'S DEPT. STE THE SHEPARD O MULLER DROTHES O MULLER SHEPARD O MULLER SHE
N. E. Olso Distinger Francessor Shell Island Torressor	New Bachalis Rea Yalk Cil Cincinnelli Cincinnelli Cincinnelli Cincinnelli Disabene Cil Tota Horristory Philadelphia Providence Charles Republic Rep						AL COMMISSION E MAN  JOHN WALANAM  JOHN AL DOWN C  BROWN C   BROWN C
N. E. Olso Distinger Francessor Shell Island Torressor	New Bachalis Rea Yalk Cil Cincinnelli Cincinnelli Cincinnelli Cincinnelli Disabene Cil Tota Horristory Philadelphia Providence Charles Republic Rep						AL COMMISSION E MAN  JOHN WALANAM  JOHN AL DOWN C  BROWN C   BROWN C
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N. E. Olso Distinger Francessor Shell Island Torressor	New Bachalo Rew York Cit Charleste Charleste Chovalend Ditahoma Cit Toles Portland Allostown Horristory Phidelophia Phovidelophia Phovidelophia Resortio Resortio Ballville Suttenance Ft. Worth Houston						ALCONOMICAL E-MON JOHN PANAMONE JOHN PANAMON
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N. E. Glas Distinue Distinue Dragon Franciscus Rinde Intenti Tonnessee Tenta Wegins Biologijus Biologijus	New Rochalls New York Cit Conclastic Conclas						ALL COMMUNICATION OF THE STATE

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51

Buying or building this year—here's what you face [Continued from page 134]

important housing problems today. If you are a young couple obliged to move into one of these areas, you may not get the home you want as quickly as you would like. Each defense area presents special problems. Very often housing-needs are for temporary housing. Defense workers do not want to buy homes; they want to rent—as cheaply as possible. In other instances where permanent installations—military or industrial—are being established, the need is for permanent housing, and sometimes both types are required. You might say: leave the job to the local builders, or let the government do it. But the last war taught some hard lessons about defense housing, and the mistakes which were made should not be repeated.

Generally speaking, experience shows that private contractors can build faster and with greater economy of materials and manpower than can the government. They can build the housing, provided mortgage financing is available, and provided there are community facilities such as sewers, electric power, water, and schools.

Next to shelter, defense workers are most concerned about schools.

Residential contractors have demonstrated with conspicuous success
their ability to develop whole new communities in recent years.

They have the know-how, the organization, and the financial resources. However, their projects have had to be economically sound
over the long pull, and the people who bought homes in their
projects had to have mortgage financing.

As an anti-inflation measure, the government imposed restrictions on home mortgage credit by increasing the amount of down payment required and shortening the periods of mortgage repayment. These restrictions made it tough for home buyers to buy, and they were applied before the housing needs in critical defense areas became fully apparent.

Before the home builders could go ahead, the credit regulations had to be relaxed. Consequently, the government, notably the Housing and Home Finance Agency, set up an elaborate procedure for designating defense areas and determining the number and types of housing to be built. More liberal financing terms were prescribed for the areas designated. But the programming of defense housing, as they say in Washington, was not always done realistically. Ceilings established on rents and sale prices of new homes failed in some instances to reflect prevailing costs, and mortgage lenders were reluctant to advance construction money.

It wasn't until last summer that the Congress got around to authorizing a feasible defense housing program, including the funds needed for community facilities and, in emergencies, the housing itself. Conscious of their responsibility, local builders are now doing everything they can to make up for lost time and build the housing required.

Well, that's the general housing picture as it looks now. Knowing something of these major factors—material shortages, price changes, credit conditions—you may be better able to make up your mind whether or not it is wise for you to build or buy this year. If you decide to go ahead, your chances are good that you will get the home you want and need.



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#### Materials

[Continued from page 115]

## CONSTRUCTION POINTS IN BERNIE HOUSE



SECOND CONCRETE SLAB has been poured over first slab shown below. It covers heating pipes and provides a surface for the future finished floor. Sills are now being put down. Wood sills were pressure-treated with Wolman preservative salts by American Lumber and Treating Company. Nervastral Seal-Prujis used as undersill flashing, applied with mastic. Before the sills are anchored to the slab, a bent plate is inserted with one leg of the angle protruding through the top of the sill. A saw kerf is cut in the post to receive this leg. When the post is seated on the sill, a hole is bored through the post, and a dowel makes it secure. Deming pump (left) is placed over well. Pipe was laid under slab, pump later moved to utility room



RADIANT HEATING COILS are laid over first of two 3-inch concrete slabs. First slab contains Zonolite concrete aggregate. This prevents heat from being lost into the ground and insures its direction upward into the house with minimum time lag. Risers and returns for pipe (at right) are control points for distribution of water through heating coils. Note that plumbing pipes have been installed as well as electric conduit. Electric boxes have been positioned on slab and in the partitions



At your next card party or dinner, serve

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The following items appear in special features in this issue. ALL PRICES QUOTED IN LFYH ARE APPROXIMATE AND SUBJECT TO CHANGE. WRITE to LIVING For Young Homemakers, 575 Madison Ave., New York 22, for listing of the stores nearest your home.

### CHICAGO OLD AND NEW

Pages 82-99
Living room: Page 82
Documentary Kenwick fabric—Mead
& Montague

Dining room: Page 83
Documentary Weymouth wallpaper—
Birge Wallpaper Co.

Bedroom: Page 83
Documentary Oswego wallpaper—
Thomas Strahan Co.
Documentary Devon Document fabric
-- Standish Corporation

Living room:	Page 84
Pillement fabric (per yd. Flaxweave natural fabric	(per yd.)
Wilk glass lamps—Nathan (each)	Lugin Co.
Gold horse Rees and Ore	019 50

	Page 85
Upholstered chairs	(each)\$176.00
Ottoman	\$48,50
Drum table	
Drop-leaf cocktail	
Saratoga rugs (9 x	12, each)\$123.00
Black column lamp	-Roselle Lamps,
Inc.	\$30.00

Table setting:	Page 86
Crimson Bramble	dinnerware (per
	84.45
Grand Colonial A	atware (per place
setting)	\$32.50
Coblets (ner day)	\$13.80

Dining room:	Page 87
Dining table	
Dinette chairs (each)	
Armless lounge	
End tables (each)	
Card table	
Wicker tub chairs (eacl	
Salute Sportdenim (pe Fringe (per yd.)	r yd.1\$1.00
The Verplex Company	,
White wire lamp	

Ironstone tureen—Claude Sperling—

## Modern table setting:

MOUCEH	STILL SCI		
			ge 87
Poppytrail			
starter set			
Craftsman			
setting)	*************		.\$28,75
Goblets (e			
Place mats	(each)		\$2.00
Napkins (e	ach)	************	80

Bedroom:	Page 88
Canopy bed	8139.0
Night table	
Chest	
Armless chairs feac	h)\$109.0
Saratoga ruga (9 x	12)8123.0
Natural fringe (per	
Ball fringe (per-yd.	.)
Tyndale China Lar	nos:
China oil lamp	\$23.0
91 1 9 9	. 910 F

s me-man bear	samplement of	
Hallway:	P	nge 89
Wallpaper-A.	H. Jacobs C	ompany
Flor-Ever tile (	per sq. ft.)	35c

Living room:	Pages 92-93
Table	\$98.00
Chairs (each)	
Cabinet	
Open shelf	
Tray	929.00
Base unit	
Sofa bed	\$139.00
Upholstered chairs	(each)\$141.50
Cocktail table	875.00
Round table	\$39.7
Braided rug (9 x 13	2)
Double draperies (	per vd.)822.50
Wallpaper (per re	82.6
Ball bearon lamp	\$35.00
Telescope lamp	

Bedroom:	Page 94
Drawer unit	\$275.00
Drawer unit	
Bedspreads (each)	\$9.95
Braided rug (9 x 12)	\$115.00
Draperies (per pair)	\$29.50
Standing screen	
Lamps (each)	\$20.00
[Continued	on page 1201



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(	) Arrange a FREE Heating Survey of my home.
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Ad	ddress
Cit	tyState

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design corner fire place is built around HEATFORM Model "S" unit, affording view of fire from two sides, available for Model "S" and Model "A."





HEATFORM Model "A" for the traditional type fireplace. Shown installed in photo above with side cool-air inlets and cool-air inlets and front warm-air out-let grille for great-er heating effi-ciency and econ-omy of installa-tion. Side warm-air outlets can be AL PROPERTY. used if preferred.

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## MR. FIXIT

LIVING For Young Homemakers' building and home repair experts will help you solve your problems on this page every month. If you have an immediate emergency, a stamped, self-addressed envelope will bring you a prompt reply. Questions about equipment and building materials will be answered frankly and honestly according to the results of our research.

Q. I have just repainted my kitchen and purchased a new gas range. Will I need to attach a filter to the vent to protect the new walls? Mrs. E. I.

A. Modern gas ranges should operate without smoking and without auxiliary attachments. We suggest you contact your gas range dealer and follow his instructions.

Q. My cellar has steel sash set in the walls, and although we have tried hammering, prying, and running penetrating oil around the joints, we have been unable to open them. Can you suggest a method that will accomplish this?

A. A combination of rust and paint makes a marvelous cement. Borrow a blowtorch and run it lightly around the joints where the sash sets into the frame. As soon as the paint starts to bubble, place a sharp screw driver or chisel in the sash and frame joint and give it a sharp rap with a hammer. Of course you will have to repaint the sash (leave the sash open until the new paint is bone dry), but this is an unfailing remedy.

O. The cement steps in front of our house have worn down until there is quite a depression that holds water and ice. Is there a neat and solid kind of repair that can be made?

A. Mark off the dished-out area of the step, and cut it down to the depth of one inch. Mix a batch of one part cement, three parts sand. Wet the cutout area thoroughly, and trowel in the new cement flush with the top of the step. Place a board against the front edge to hold the new mix. Keep the patch damp for several days until the material sets up properly. Don't walk on it.

Q. In insulating our attic so that we can use it as an extra room, should I rip up the rough floor boards and pour in loose

insulating materials, or set in batts? Perhaps you have a better suggestion.

A. The fill insulation will be cheaper and easier to do, but it will not insulate the attic. It would be better to sheathe the attic walls and ceiling with a light insulating board. This way, you get a completely insulated attic space instead of just an insulated attic floor. One trouble with the insulating you mention is that the attic remains cold, or hot, with corresponding effect on the house below, unless the attic is ventilated properly.

Q. Our one-year-old house has a distinct cracking sound that comes from the ceiling of the living room. No cracks have appeared in the plaster or walls, and there is no evidence of settlement since the doors and windows do not stick or jam. Can you tell us what is causing this cracking sound? Mrs. A. N.

A. This is a more or less frequent complaint about new houses. The noise is caused by contraction between the subflooring and the finished floor above the ceiling. After the house "shakes-down," the cracking noise will disappear.

Q. The sewer line between my house and the cessnool is badly choked with roots from a row of maple trees. I have read about some of the overpriced chemicals which are advertised to clean up such a condition, but I would like to know if you could give me the name of a strong chemical which would do the same thing, and which I could buy cheaper than under a patented brand name.

A. We advise buying one of the compounds made for the specific use you have in mind. There are several powerful chemicals that will eat and kill the roots, but we could not guarantee that they would not also completely disintegrate your sewer line.



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Deep-frying goes modern [Continued from page 125]

#### SPECIAL VEAL STEW

2 pounds real stew meat 2 cloves minced garlie 3 tablespoons oil I can tomato sauce 2 cups of water with 4 bouillon cubes I bay leaf 1/2 teaspoon marjoram salt and pepper 12 small white onions

1/2 pound fresh mushrooms 3 frankfurters or sweet Italian

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sausage Lightly brown meat in oil and garlie at 300°F. Turn control back to 200°. Add tomato sauce, water, bouillon cubes and seasonings. Cover deep-fryer and simmer for 2 hours or until meat is tender. A half hour before serving, add onions, sliced mushrooms, and sausages cut in 1-inch pieces. If Italian sausage is used, it should be fried separately before adding to stew, to remove as much of the fat as possible. Check seasoning and serve with buttered

noodles or mashed potatoes mois-Something new in fried food:

tened with sour cream.

#### FRENCH-FRIED YEAST ROLLS

I package compressed yeast 14 cup lukewarm water I cup scalded milk 14 cup sugar I teaspoon salt 1/2 cup shortening 314 cups sifted all-purpose flour 1/2 teaspoon vanilla (optional)

1/2 cup finely chopped nuts (optional)

Dissolve yeast in lukewarm water and set aside. Add sugar, salt and shortening to scalded milk. Cool to lukewarm. Add softened yeast, egg. vanilla. nuts and beat well (about 200 strokes). Add enough of remaining flour to make a stiff batter and beat thoroughly until the dough forms a ball (about 200 strokes). Cover and set in refrigerator for at least 2 hours. Place dough on a floured board and shape into braids, bowknots or any other shape of roll you want. Set on floured board, and let rise uncovered until doubled in size. Fry in deep fat, 370° to 375°. until brown. Frost with butter and powdered sugar icing.

## Your guide to this issue [Continued from page 137]

Kitchen:	Page 95
Table and 4 chairs Prints (each)	
Living room:	Page 97

Living room:	Page 97
Sofa	
Lounge chair	8189.00
Wood armchair	
End table	
Coffee table	859.50
Lamp	\$26.0
Carpeting (per og. y-	d) #9.0

Dinin	g area:	Page	97
	(each)		

Bedroom:	Page 98
Dresser (with mirror).	
Bed	
Unpainted night table	
Fabric (per yd.)	
Bedspread	
Unpainted wall shelf	\$15.95
Lamps (each)	\$44.00

Den-bedroom:	Page 98
Studio divan	
Fabric (per yd.)	82.50
Service carl	
Unpainted bookcase	\$28.00
Rush square rug (per	eq. (t.)32c
Pin-up lamp	87.50
Brass planter lamp	815.50

Kitchen:	Page 99
Wallpaper (per roll)	

#### COST-THERE ARE WAYS TO CRACK THIS TOUGH NUT

Living ro	Pages 1	02-107 ge 105
Round table	 	
Half-round		

Dining area:	Page 106
Table	\$100.00
Side chairs (each)	\$25.00
Buffets (each)	
Kitchen:	Page 107
Table	
Chairs (each)	

#### MATERIALS-PLANNING IN ADVANCE CAN EASE POSSIBLE SHORTAGES

D.

	ages 112-11;
Living room:	Page 11
Cocktail table	
Armless chairs (each	
Nest of tables	
Right sectional	\$65.0
Left sectional	
Cocktail tables (eac	
Ottoman	
Horseshoe chairs (ea	ch)865.0
Drop-leaf table	
Jubilee rug (9 x 12)	\$145.0
Peasant Sack Cloth.	

Bedroom:	Page 114
Dresser	
Vanity table	\$115.00
Bench	\$28,50
Armchair	\$68,00
Jubilee rug (9 x 12	2)\$145.00
Indian Head fabric	(per vd.)79c







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less, and any length, in a Solid Colors Floral, Leaf Two-tone Early American Tweed Blends Oriental Designs Solid Colors Embouned

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When an editor comes to dinner

[Continued from page 131] thickened sauce over all and sprinkle with grated cheese. Place in a preheated oven until it is well heated-time enough to make a salad and add a bottle of kirsch to chilled plums.

ROAST PORK

Roast a loin of pork in a medium oven (350°F.) with (at side up and generously salt and pepper. It will take about 30 to 35 minutes to the pound for really well-done meat. Because we are planning so many things for this roast, we are not recommending any high-powered variations such as studding it with cloves. However, for an extra fillip, baste occasionally with any white wine or sherry mixed half-and-half with water. Remove pork to platter and skim off all but a few tablespoons of fat. Half of this meat essence may be used for gravy with the roast pork. The remainder will be served with the pork

PORC FRANCAIS

Cut two thick chops off the remainder of the roast, leaving a generous enough piece for pork curry another night. Place the chops in a baking dish. On top of the stove, melt two tablespoons of butter or margarine, add 2 or 3 chopped scallions and cook at low heat until the scallions are soft. Add 1/2 cup white wine. 1/2 cup water, and 1 tablespoon chopped parsley. Simmer until sauce is reduced to about half. Pour over chops, cover and bake until the chops are heated.

PORK CURRY

11/2 cups diced pork 3/4 cup water I small onion, sliced 2 teaspoons oil salt and pepper 2 teaspoons flour I teaspoon curry powder 1/8 teaspoon ground ginger Use your smallest skillet. Place onions and oil in skillet and cook at low heat until slightly brown. Add water and leftover meat essence from the roast pork and bring to a beil. Mix flour in a little water, enough to make a smooth paste, and add it slowly to the meat and onion mixture until it is slightly thick. Add ginger, salt and pepper and curry powder. Simmer for about 5 minutes, then taste for additional seasoning. Mix in roast pork, cover and cook until meat is heated through. Serve with rice and a mixture of peanuts, coconut, chutney,

chopped peppers and onions, etc.

## STORES IN YOUR VICINITY featuring

the merchandise in this issue are here listed for your convenience. All prices quoted are approximate and subject to change. Your shopping will be simplified if you identify the merchandise as having been shown in the January issue of LIVING For Young Homemakers.

The following stores carry Virginia House furniture by Lincoln Industries as seen on pages 102-107.

Alabama Swan Company, Birmingham Home Furniture Co., Montgomery

Haverty Furniture Co., Little Rock California Carl's Furniture Co., Long Beach Imperial Furniture Co., Los Angeles Sol's Furniture Co., Oakland

Connecticut Louis Katz, Inc., Bridgeport Beacon Furniture Co., Hartford Kaplan's Furniture Co., New London District of Columbia Milton H. Rossler, Inc.

Florida Oates Furniture Co., Lakeland Good Housekeeping Furn. & Appl., Vijami

Georgia Sational Mgr. Stores, Atlanta The Fair, Chicago Maryland Stewart & Co., Baltimore Michigan

People's Outfitting Co., Detroit New York Macy's, New York

Building data [Continued from page 115]

Water closets, lavatories & Universal-Rundle Corp. trails.

Bracket and fluorescent lighting fixtures Globe Lighting Products, Inc.

General

Electric

Company

Major kitchen and laundry appliances Kitchen cabinets Textolite counter tops and plash-back

Oil-fired furnace

Jet pump The Deming Company

All paint Martin-Senour Company

Lock sets Yale & Towne Manufacturing Co.

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